

The NATIONAL UNDERWRITER

Life Insurance Edition



"EVERY MORNING when I get off the elevator, I feel thankful that I have a job to do. Then I say to myself, 'Let's get to it!'"

That's Joseph F. Weber, displaying the same spirit he had when he joined The Union Central's Detroit Agency 40 years ago. He's 86 now, and still writing life insurance, most of it for grandchildren of his original policyholders.

In a recent letter to his Home Office, Mr. Weber wrote, "If I had it to do all over again, I know I would still want to make this wonderful business my life work . . . representing the same great Company."

Throughout the nation, The Union Central has many agents who have devoted their lives to the Company and its policyholders. And the many years of faithful, loyal service they have rendered is not being forgotten by The Union Central.

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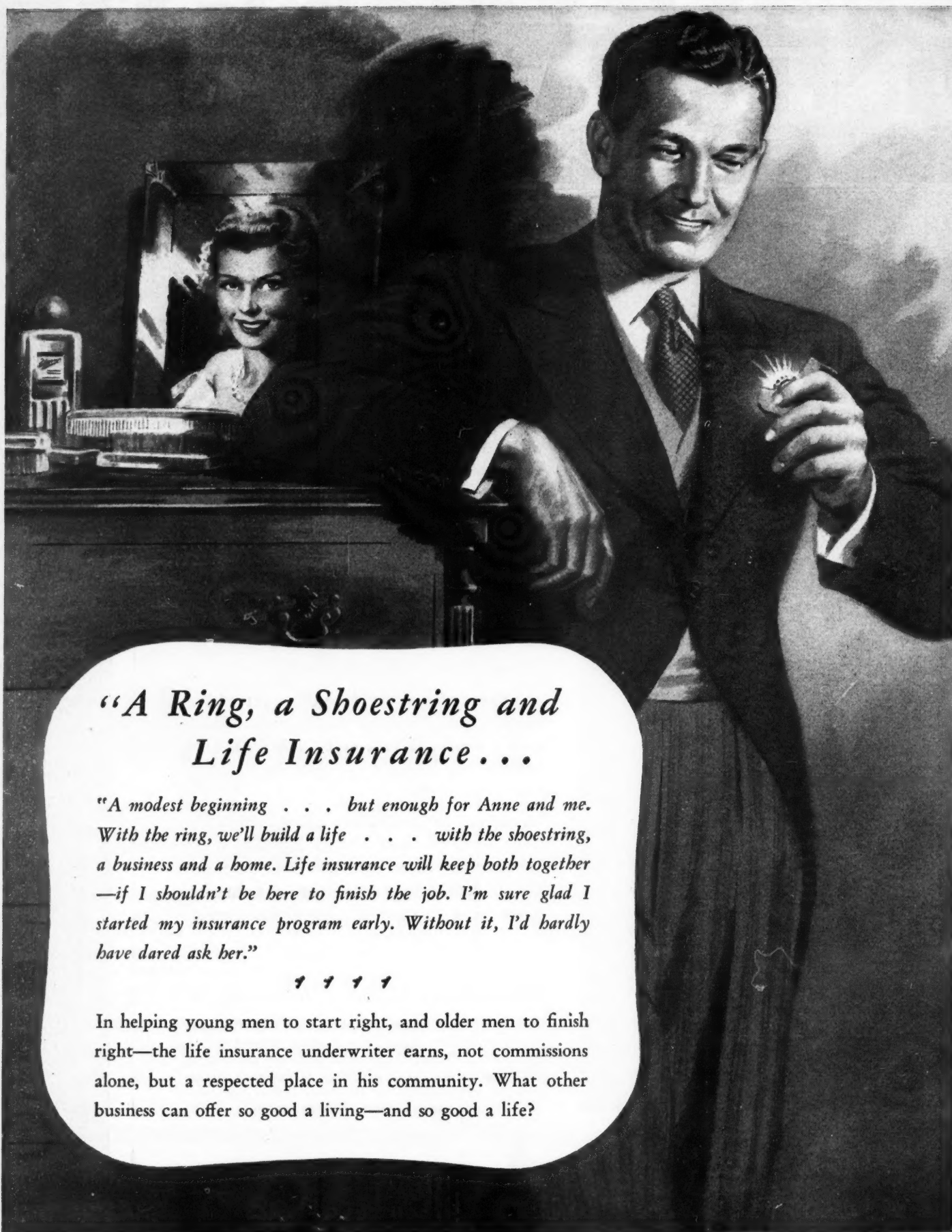
Money Every Month...for the Agent

Through a liberal Pension Plan devised by their Company, substantial monthly checks go to qualified members of The Union Central Quarter Century Field Club who have reached retirement age after 25 or more years of continuous service. This plan means security for The Union Central Agent who has made a career of providing security.



THE *Union Central* LIFE INSURANCE CO.
CINCINNATI, OHIO

FRIDAY, DECEMBER 12, 1947



"A Ring, a Shoestring and Life Insurance..."

*"A modest beginning . . . but enough for Anne and me.
With the ring, we'll build a life . . . with the shoestring,
a business and a home. Life insurance will keep both together
—if I shouldn't be here to finish the job. I'm sure glad I
started my insurance program early. Without it, I'd hardly
have dared ask her."*

† † † †

In helping young men to start right, and older men to finish
right—the life insurance underwriter earns, not commissions
alone, but a respected place in his community. What other
business can offer so good a living—and so good a life?

ÆTNA LIFE INSURANCE COMPANY

Affiliates: Ætna Casualty and Surety Company
Automobile Insurance Company • Standard Fire Insurance Company
HARTFORD 15, CONNECTICUT



N.A.I.C. Florida Meeting Near Record for Attendance

**Admittedly Most Enjoyable
Ever Held—Few Absorb-
ing Issues Brought Up**

By LEVERING CARTWRIGHT

MIAMI BEACH—With the sun for his ally, Commissioner J. Edwin Larson of Florida this week staged here what goes down in history as the most enjoyable convention of National Assn. of Insurance Commissioners ever held. It may also be the largest, the registrations exceeding 800 due to the large number of wives that made this a me-too pow-wow.

Despite the distractions of beaches, fishing, horse races, dog races, and just



W. P. Hodges



D. A. Forbes

plain gawking and absorbing sunshine vitamins against a return to zero weather, the commissioners and camp followers put in long hours at committee sessions, commencing Sunday afternoon and ending Thursday noon.

Thursday was a particularly congested day so far as committee meetings were concerned. The meetings were crowded together more than usual so that Wednesday could be left open for fun. Chris Gough of New Jersey tried to spoil that by proposing a meeting all Wednesday afternoon on the automobile assigned risk problem, but he was squelched by the playboy element.

Entertainment Features Superb

The entertainment features were superb, starting Saturday night with the Negro championship football game at the Orange Bowl. Sunday night set a new high with a cocktail party under the palm trees at the Flamingo, followed by a sumptuous buffet on the lawn and then a first rate water show in the pool, including an obnoxious drunk with a convention badge, who, of course, ended up in the pool fully clothed. Monday evening there was another cocktail party, and the banquet with Governor Caldwell as the speaker, the entertainment consisting of Negro singing by the Florida A. & M. chorus. Vice-president Ken Guernsey of Gulf Life, who is president of Rotary International, was toastmaster on that occasion.

The Florida interests had made their plans to perfection. They are devoted to Commissioner Larson, who is also state treasurer, and they wanted to put on a star performance for his sake. They also wanted to erase the memory of the last Florida convention, which was held at St. Petersburg in 1934 and which was the one that hit bottom so far as accommodations were concerned. Incidentally Tom Smith, the famed Miami Beach

N.A.I.C. Central Office to Open at Raleigh July 1

MIAMI BEACH — The central office of National Assn. of Insurance Commissioners is to be set up by July 1, 1948, at Raleigh, N. C., with a budget of \$20,000 and with an assistant secretary presiding.

This was decided by the executive committee at its meeting here Sunday afternoon. The committee on the central office, headed by Forbes of Michigan, had recommended that the office be located at Chicago, but the final decision was to select Raleigh, the office to be located there so long as W. P. Hodges, the North Carolina commissioner, is N.A.I.C. secretary. Mr. Hodges is to select the assistant secretary subject to the approval of the governing committee. The budget provides \$10,300 for the combined salaries of assistant secretary and stenographer.

publicity and convention bureau man, in speaking at the opening session, expressed regret that Mr. Larson had not "offered himself for governor."

The convention was financed to the tune of about \$20,000 by Gulf Life, Peninsular Life, Suwanee Life, American Title, which does an extensive insurance business as well as title, and American Fire & Casualty, together with local agents, life insurance men and banks.

Many of the committee sessions were held on open terraces with the men doffing coats, and the weather was just what the Miami Beach publicity bureau says it is.

There were no absorbing issues to grip the convention, but, except for life insurance, which drew almost a pass this time, there was a great variety of matters to go into. Most of the committee discussions were conducted almost entirely by departmental men. The industry spokesmen were on the listening end this time and had very little to say except when specifically invited to comment and then they didn't say much.

The convention had quite a political flavor, since it was addressed by U. S. Senator Holland and Governor Caldwell, and there were present numerous Florida state officials, and legislators and state senators and representatives from other states, including a delegation of 12 from Massachusetts.

Pamunkey Ceremonial

The ceremonial Tuesday evening of the Pamunkey Tribe of Real Indians at the N.A.I.C. meeting was a rousing success with a record number of neophytes paying \$10 a head instead of the old scale of \$5. Due to the retirement of E. C. Stone and the death of A. N. Butler, two of the traditional Pamunkey leaders were missing.

Big Chief was John R. Dumont, Interstate Underwriters Board; scribe, Thomas Watters, National Board; prelate, F. H. Sherman, G.E.I.C.; secretary, Clarence Klocks, Northwestern Mutual Life; outer guard, David Broderick, Dearborn National; guide, Kenneth C. Black, Home; drum handler, E. M. Ackerman, Weekly Underwriter.

U. S. Senator Holland of Florida, addressing the Monday luncheon of N.A.I.C., went on record for continued state regulation of insurance. He also voiced the hope that there will not arise any reason for nationalization or socialization of any part of the insurance business. He said he hopes that by July 1, 1948, such progress will have been made in resolving the problems on insurance supervision that the country again can be assured of continued state regulation.

Senator Holland counseled the industry to come forward to Congress

When Mr. Hodges steps out of office as secretary, the question of where to locate the office will be taken up anew. It is not automatically to follow the secretary.

The budget is \$20,000 and that is the amount of revenue that is assured for the purpose.

Keep Close to Mother

When the matter of the location of the office came up, one of the members voiced the belief "it should be started in a modest way and be kept close to its mother."

The title assistant secretary was decided upon rather than something like executive secretary or manager largely because of the objection of Bowles of Virginia to any title that would place the secretariat in a bossy position.

with a constructive program of its own if in the future it finds itself in a jam, rather than waiting for some proposal advanced by unsympathetic sources and then seeking to block it.

For the most part Senator Holland dwelt on foreign affairs.

Laurence F. Lee, president of Peninsular Life, presided. At the speakers table were Gov. Caldwell and R. A. Gray, Florida secretary of state, and James Franklin, chairman of the Florida senate insurance committee.

Maj. Gen. Philip B. Fleming, chairman of the President's fire prevention conference, in addressing the luncheon meeting Tuesday, said the insurance commissioners occupy key positions that can be made to produce effective results in the national strategy to combat fire. They can help especially in promoting state fire prevention conferences.

President Seth Thompson of N.A.I.C., announced the appointment of W. P. Hodges of North Carolina as chairman of the important examinations committee to fill the vacancy caused by the resignation of Newell Johnson as Minnesota commissioner. Mr. Hodges is N.A.I.C. secretary also. Thus the secretarial and examinations work will be concentrated and this will be channeled into the central office to be set up at Raleigh by July 1.

VALUATION

At the meeting of the valuation of securities committee Wednesday morning Alfred Guertin of American Life Convention asked for an amendment dealing with valuation of securities, his proposal was that Canadian securities acquired since Jan. 1, 1947, be entered in the statement at the number of U. S. dollars that they cost. Canadian securities acquired previously would be entered at the Canadian control exchange rate.

What a subcommittee had proposed was that all Canadian securities be valued at the free rate of exchange which currently is about 88 unless the insurer can submit evidence that Canadian securities could be sold and the funds transferred to the U. S. at the controlled rate of exchange. It is said that this requirement would reduce the surplus of several insurers by several million dollars.

Mr. Guertin said that the states have always given Canadian securities preferential treatment over securities of other foreign countries. He said he understood the commissioners are disturbed by the practice of buying Can-

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Harrington, Allyn in Hot Debate on Group Cover

**Mass. Commissioner At-
tacks N.A.I.C. Definition as
Hampering Some States**

MIAMI BEACH — The meeting of the N.A.I.C. life committee was marked by sharp exchange of verbal blows between Allyn of Connecticut, the chairman, and Harrington of Massachusetts, who objected to various portions of the committee's recently released statement regarding group insurance developments.

Mr. Harrington argued that the N.A.I.C. group definition and standard provisions bill had been used as a springboard for the writing of "fictitious" groups to which the National Assn. of Life Underwriters has registered such strenuous protest and that the statement in the recent committee report that enactment of this bill would bring about improvement in states in which there is not now any group legislation puts at a disadvantage those commissioners who are opposed to the bill.

Mr. Allyn defended the report, saying that the standard definition at no place has "softened up" existing regulations. Many states have had no group regulations and hence any such state that enacts the definition is imposing restrictions.

Butler of Texas voiced the belief that the N.A.L.U. protest is directed against the insurance companies and not against the definition. He said that specific proposals for amendment of the definition should be advanced instead of merely condemning the committee's action.

Mr. Harrington said in due course he will offer such proposals but in the meantime the committee position is damaging to commissioners who are seeking to block enactment of the bill in their states.

Government Employee Status

Harrington reiterated his demand that the definition provide for employee-pay-all plans for governmental employees. He said by requiring employer contribution, the definition denies group coverage to public employees in states that don't feel able to afford state participation in the cost. Allyn replied that the definition promotes the welfare of public employees because it establishes the principle that the government shall contribute.

Charles Dougherty, assistant general counsel of Metropolitan Life, read an exchange of correspondence between Harrington and President L. A. Lincoln of Metropolitan Life, in which the latter referred to the industry studies now being made of the proper scope of group underwriting and asking that no move be made toward modifying the group definition until the industry studies are completed. Mr. Lincoln expressed the hope that something beneficial will result.

McCormack of Tennessee reviewed his memorandum on war clauses and spoke in favor of amending the group definition to allow employees to convert to a permanent form of insurance after they have had the insurance for one year, in the event the master contract is terminated by the employer. Under the standard definition, there must be five years' coverage.

Philip Hobbs Heads N.A.L.U. Committee on Mass Coverages

Philip B. Hobbs, immediate past president of National Assn. of Life Underwriters and manager for Equitable Society in Chicago, has been named chairman of the N.A.L.U. committee on mass distribution.



P. B. Hobbs

Other members are C. Vivian Anderson, Provident Mutual, Cincinnati; David B. Flugelman, Northwestern Mutual, New York City; O. A. Krebs, general agent, Aetna Life, New York City; W. Ray Moss, chairman N.A.L.U. committee on state law and legislation and general agent Connecticut Mutual, Louisville. President Jul B. Baumann and Executive Vice-president James E. Rutherford are ex-officio members.

L.I.A.M.A. Names Committee

The need for more intensive study of mass distribution was stressed by Mr. Baumann in his talks at the American Life Convention and L.I.A.M.A. recent annual meetings. In both addresses he extended an invitation to the A.L.C., L.I.A.M.A., Life Insurance Assn. of America to join N.A.L.U. in such a study. L.I.A.M.A. immediately accepted the invitation and has announced its committee, which is headed by Vincent B. Coffin, vice-president of Connecticut Mutual. The two groups met in Chicago Nov. 14 and will meet again in New York City Dec. 15.

In announcing the personnel of the committee, Mr. Rutherford said "it appears that in the interest of the insuring public, the companies and life underwriters, immediate and thorough research into this matter of mass distribution is imperative. Facts are necessary to determine the extent to which the various forms of mass distribution of life insurance give the public the service to which it is entitled. Obviously, we are interested in determining the probable effect of these plans upon the welfare of the career underwriter who is himself vitally important to the welfare of the insuring public."

L.I.A.M.A. Issues Booklet on Public Relations

HARTFORD—The "doing" aspect of public relations is strongly emphasized in a booklet just published by L.I.A.M.A. entitled "It's Up to You." It was written by Donald E. Lynch, supervisor of L.I.A.M.A. press relations and a former newspaper man. It is being distributed as part of the "Manager's Handbook" for December.

The booklet points out that public relations is "doing and saying those things which will make people like and understand you and your business." The foreword presents in narrative style an example of how two agents handled a prospect, one creating good-will and the other damaging the public relations of the business as well as his own. The pamphlet explains what public relations is, why agents need favorable public attitude, and how good public relations is attained. It makes it clear that public relations is not press agency, advertising and ballyhoo and efforts to use these to cover up failure to build good-will usually fail.

American of Ala. Joins A.L.C.

American Life of Birmingham has been admitted to membership in the American Life Convention. This brings the membership to 217 legal reserve life insurance companies of the United States and Canada.

A. & H. Proposals to Get Further Study

MIAMI BEACH—The N.A.I.C. accident and health committee, at its Tuesday morning meeting with Knowlton, New Hampshire, presiding, received numerous recommendations, statements and memoranda from industry spokesmen.

The industry submitted a draft of a uniform sickness and accident policy provision law which was placed in the hands of the commissioners Nov. 10. Several of the commissioners said they had never received a copy. Parkinson of Illinois criticized the industry for not giving the committee time to consider all of the proposals made. Industry representatives declared that they neither requested nor desired any action on the draft of the new law at this meeting.

The proposed bill would supersede the old uniform standard provision bill adopted by N.A.I.C. in 1912. It would set up minimum standards of policy provisions for the protection of policyholders and claimants. As proposed it does not cover the subject of filing and approval of policy forms nor unfair practices, which are covered in other legislation.

The bill was presented by J. F. Follmann, Jr., manager of Bureau of Accident & Health Underwriters, on behalf of the drafting committee. Harold R. Gordon, managing director of Health & Accident Underwriters Conference, stated that he could not commit his organization to the bill as it now stands and Moses G. Hubbard, Jr., of Commercial Travelers Mutual Accident, strenuously objected to the section dealing with "time limit on certain defenses."

When the committee went into executive session Knowlton intimated that a subcommittee would be appointed to work jointly with a committee of the industry in considering all of the proposals the industry had made.

Three forms for reporting of loss experience by policy forms are now in the hands of the committee. One is the form developed by the committee itself, another came from zone 4 and from the conference and still another from the

Miamians Fete Insurance Brass

Miami Life Underwriters Assn. Thursday was host at what is said to be the largest gathering of life insurance officials ever held in Florida. Taking advantage of the presence of insurance brass at Miami for the insurance commissioners convention, the Miami group gave a dinner honoring J. Edward Larson, Florida commissioner and vice-president of N.A.I.C., and James E. Rutherford, executive vice-president of N.A.L.U. The guests included officers and executive committee of N.A.I.C., headquarters men from A.L.C. and L.I.A. and the chief executives of all Florida companies. R. J. Haddock, Peninsular Life, president of the Miami association, started the program off and turned the microphone over to Mr. Larson. The talk of the evening was given by Mr. Rutherford. Tillie Walker, New York Life, Hollywood-by-the-Sea, who is national committeeman of both the Florida and Miami associations, was general chairman. Miami, with over 300 members, is the second largest association in the south, being exceeded only by Atlanta.

bureau. The latter two differ only in minor respects, but the commissioners' committee form differs in major respects from the other two. No action was taken. It was contended by Mr. Gordon that the filing of such information as was called for in the form recommended by the committee would make a matter of public record information and facts which would seriously upset the competitive system under which the industry is now operating and which operates in the interest of the public.

A fourth revision of the Official Guide was also a subject of debate before the committee. Mr. Follmann proposed that a subcommittee also be appointed to work on that project. He recommended that paragraphs 1 through 4 of section H of the guide be eliminated. These sections require a brief description of the coverage and a statement on the face of the policy as to whether the policy is renewable or cancellable.

D'Olier Heads Group Seeking to Unsnarl VA

WASHINGTON—Chairman Franklin D'Olier of Prudential, as chairman of a subcommittee of the joint commission on government reorganization headed by former President Hoover, has been assigned the job of studying the veterans administration and its operations with a view to their improvement.

A Washington story in the Chicago "Daily News" said that Carroll M. Shanks, president of Prudential, "has been named to head the reorganization committee for the veterans administration" but a VA spokesman said that Mr. Shanks was not connected with the study.

Three members of the VA actuarial advisory committee met in New York City this week, they being Vice-presidents Valentine Howell of Prudential, Horace R. Bassford of Metropolitan and R. D. Murphy of Equitable Society. They conferred with Harold Breining, assistant veterans administrator for insurance, on problems of NSL dividends.

Other VA People Present

Besides Breining, other VA representatives at the committee meeting included Mrs. R. D. Peck, for many years head of its actuarial service, and two VA actuaries, Edward Daugherty, formerly assistant treasurer Mutual Life, and William Poissant, formerly with Travelers.

These two have been working on the NSL dividend problem for some time and are understood to have developed a basis for these dividends and worked out a method of distribution, if the Zazove case is decided by the Supreme Court in favor of the government.

Meanwhile, Breining was summoned to appear before the House veterans affairs committee Wednesday morning for questioning at an open hearing.



Franklin D'Olier

B.M.A. Sets New Grant Month Record



W. T. Grant, chairman and founder of B.M.A., is shown looking over reports of a record November business in honor of his birth month. John W. Sayler, left, vice-president in charge of sales, is showing Mr. Grant the reports and Louis Haith, Kansas City, leading producer for November and winner of the Grant Month trophy, is looking on and receiving congratulations for his outstanding production.

Total production, including life and accident and health, was 20% ahead of the previous record established the same month last year. For the year to date

total production is 16.2% ahead.

The San Francisco branch, headed by Vice-president J. P. Baldwin, led all branches and established a record for branch offices for any month. The Kansas City branch, R. J. Costigan, manager, was second, and the Portland, Ore., branch, E. M. Ward, manager, was third.

Louis Haith, Kansas City, was the leading personal producer for the month and the winner of the Grant Month trophy. This is the third time Mr. Haith has won top honors in Grant Month.

Illini Insurance Society First Dinner to Be Dec. 17

Insurance students and alumni of University of Illinois will meet at University Y.M.C.A. Dec. 17, for the inaugural dinner of the Illini Insurance Society. It is planned to have on hand representatives of all the principal insurance organizations in the state. The society's aims are to promote better understanding of practical insurance problems, to bridge the gap between industry and the classroom, and to aid in the continuation of insurance education after graduation. Robert Haeger is president of the society.

Speakers will include Dr. Howard Bowen, dean of the University's school of commerce, and Kenney Williamson, general agent of Massachusetts Mutual Life in Peoria and a trustee of the university.

Mass. Mutual School Held

President A. T. Maclean addressed Massachusetts Mutual agents at the reception and dinner opening the 16th home office review school. The five day intensive course is for agents making sales of \$30,000 on at least six lives, during the first four full months under contract. There were 36 underwriters representing 21 agencies. Mr. Maclean stressed the responsibilities of company and agent to the people who sacrifice and save to buy life insurance and depend on it to provide adequately for their families.

N.A.I.C. Executive Committee Takes Up Many Matters

MIAMI BEACH — The first formal session of National Assn. of Insurance Commissioners in the form of a meeting of the executive committee was held Sunday afternoon here with slim attendance due to the conflict of a beautiful day and the siren call of the beaches, golf courses, and just plain benches in the sun. David Forbes of Michigan presided as chairman of the executive committee.

The executive committee was unable Sunday afternoon to select the place for the June meeting and the question was referred to a subcommittee, which had reached no decision on Wednesday. Philadelphia was strongly in the running, but there was some sentiment for Bretton Woods, N. H.

Invitations had been received from Canadian National Railway for Ottawa, from French Lick Springs Hotel, French Lick, Ind., from Pittsburgh and Philadelphia. Pearson of Indiana spoke for French Lick and Malone of Pennsylvania reinforced the written invitations from Pittsburgh and Philadelphia. McKenzie of Arkansas suggested that the meeting be held later in June than has been the custom in the past.

One Bid for December, 1948

The Commodore Hotel, New York, it was announced, had made a bid for the meeting in December, 1948.

R. Leighton Foster, Canadian Life Insurance Officers Assn., said he was astounded that N.A.I.C. had received an invitation from Canadian National Railway to hold the convention at Chateau Laurier, Ottawa, in June, 1948. The Canadian parliament will be in session at that time and it is inconceivable that accommodations could be provided. He said it would be impossible to get accommodations at Toronto, Montreal or Quebec. Canada can extend a firm invitation for 1950, he declared. The N.A.I.C. meetings have grown to such proportions that he suggested the advisability of setting meeting places and dates two or three years ahead.

The question was referred to a subcommittee and the executive committee went into executive session to take up the matter of the central office.

A.O.U.W. of N. D. Nearly Ready to Start on New Plan

The final step in the proposed conversion of A. O. U. W. of North Dakota into a mutual legal reserve life company to be known as Pioneer Mutual Life is the hearing to be conducted by the North Dakota governor, attorney general and insurance commissioner. This has been set for Dec. 15. The program goes into effect 15 days after the approval of these officials is obtained and the company desires to start operating on the new basis Jan. 2. Commissioner Otto Krueger is hurrying back from Miami Beach to take part in this undertaking.

McCormack Treats War Clauses

In a statement placed before the life insurance committee of National Assn. of Insurance Commissioners, meeting at Miami Beach, Commissioner McCormack of Tennessee reiterates his stand that all life companies whose wartime mortality was not greater than their average mortality should follow the lead of Equitable Society and pay war clause claims in full.

The commissioner describes the law passed by the last Tennessee legislature which prohibits limitation of "status" war clauses which he says have the effect of denying a claim simply because the policyholder was in uniform, even though his death had nothing to do with war combat. He says that there has never been any need of a "status" clause, but the "result" war clause is legitimate.

Set Pattern for Passing on Last Minute Filings

MIAMI BEACH — The so-called Hooker committee recommended giving N.A.I.C. blessing to the pattern outlined by the New York department in a recent circular letter for acting on policy forms filed at the last minute under Guertin legislation. The Hooker committee is officially known as standard nonforfeiture and valuation laws subcommittee. It is headed by Russell O. Hooker of Connecticut.

The New York procedure provides that a company shall point out to the department how the proposed form differs from a pilot form that must previously have been approved. If the form is subsequently disapproved the insurer must agree to issue new forms that do meet the requirements. Such procedure shall be permitted only until September, 1948.

Albert Pike of Life Insurance Assn. of America and A. N. Guertin, American Life Convention, spoke in favor of recommending this plan for use by all states.

Issues Mail Order Warning

Commissioner Sullivan of Washington has called on newspapers of his state to carry a warning against the purchase of mail order insurance. Mr. Sullivan said he noted an increase in the volume of direct mail solicitation from unauthorized carriers. He said he also has received requests from producers, through their associations, to use his influence in curbing the purchase of mail order insurance.

He urged as a basic safeguard that purchase of insurance of any kind be made only through licensed agents and brokers.

Industrial Agents' Ordinary Sales Off 23% in 9 Months

HARTFORD — Ordinary production of weekly premium agents dropped 23% in the first nine months of 1947, according to L.I.A.M.A. Production of ordinary by both industrial and ordinary agents of combination companies dropped 19%. These figures compare with a decrease in ordinary production of 6% for all companies for the same period. During the period the total agency force increased 2%.

Sun Life Agents Roll Up Record in Wood Campaign

Agents of Sun Life of Canada in their "President's Month" tribute to President A. B. Wood, surpassed by many millions of dollars the best previous record. At a dinner J. A. McAllister, assistant general manager and director of agencies, presented Mr. Wood the full production record, pointing out that new business for the year has shown a steady increase and the month was the biggest since 1931. Every active full-time agent in 37 of the company's branches participated in the drive. Seth C. H. Taylor and A. C. Coughtry, superintendents of the eastern and western U. S. divisions respectively, and W. G. Attridge, Canadian superintendant, reported the final results of their territories.

Present Trophy to Evansville

The "Manager's Magazine" trophy was officially presented to the Evansville General Agents & Managers Assn., winner in the competition of cities of 200,000 or under population. This being the third win for Evansville, the association gains permanent possession.

SS Council Weighs Extensions, Chronic Disability Cover

Raising Benefits, Removal of Penalty for Working Also Pondered

WASHINGTON — The social security advisory council at its first meeting gave primary consideration to extension of old age and survivor benefits to the millions not now covered. It also considered broadening the system to include disability coverage, lessening or eliminating the penalty for working in covered employment after age 65, perhaps paying full benefits after age 70 regardless of earned income; increasing the wage base from the first \$2,000 of income to the first \$4,800; increasing minimum benefits from \$10 to \$20 a month and maximum benefits from \$85 to \$120; and reducing women's OASI eligibility age from 65 to 60.

The council took no action on any of these and Chairman E. R. Stettinius advised members against attempting to reach any conclusions at the first meeting. He said the council would probably submit its report about March, 1948, to the Senate finance committee, which set up the council.

Advanced by Altmeyer

The matters listed above were brought out by Dr. A. J. Altmeyer, social security commissioner, who also discussed financing and a number of details in connection with the proposals for broadened coverage. He suggested increasing from \$15 a month to \$40 the amount in covered employment that could be received before OASI payments would be suspended, and no forfeiture, regardless of earnings, beginning at age 70.

Dr. Altmeyer said the greatest lack in the present social insurance system is failure to provide any protection whatever against non-industrial ill-health and permanent disability. He pointed out that health insurance does not mean socialized medicine but rather medical service by private practitioners who are reimbursed from a special insurance fund. He likened it to workmen's compensation insurance, which he called a system of compulsory health insurance applicable to occupational accidents and diseases. He strongly recommended inclusion of total and permanent disability insurance in the federal program, saying that every other country that has an old-age retirement system provides for retirement due to chronic or permanent disability.

The council will meet again Jan. 16-17. Its interim committee, of which President M. A. Linton of Provident Mutual is a member, will meet before Dec. 20 and again before the council's January meeting. The council will hold a third meeting Mar. 5-6, after which it will meet to take up phases of social security other than OASI, which has priority.

Boston Actuaries Meet

The Actuaries Club of Boston at its December meeting, with W. C. Johnstone as chairman, discussed half a dozen pertinent topics, including a summary of mortality experience, new business, etc., of member companies; extent to which punched card equipment is being used in various departments of home offices; non-deduction of fractional premiums and valuation of this benefit; reinsurance contracts, their advantages and disadvantages; the Guertin legislation and partnership insurance.

Public Opinion

Cities Service advertisement:

There are few companies 100 years old. Centennial celebrations are news. Their survival in business is no happenstance. The daily record of failures makes any business undertaking "difficult, human and worth while." Successful management is elected by the people. The competency of a company is passed upon by customer-voters hour by hour, day by day. Customers register their opinion of a firm's policies and practices, its integrity, its service, its progressiveness. They ultimately recognize character and place their stamp of approval upon it . . . The market place where men may be attracted, and where they may accept or decline, is the symbol of economic freedom — freedom of consumer choice. The public official is the symbol of political freedom — freedom of the ballot. Business manager and political leader each depends on the electorate. Each must appeal to public opinion. Each gets a success citation from the public, or thumbs down. Each should fight for the democratic process which sustains him.

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THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Jefferson Standard Agency Heads Meet

GREENSBORO—Jefferson Standard held a three-day meeting of managers and general agents at the home office this week. Karl Ljung, agency manager, presided at the business sessions.

On Monday Executive Vice-president

speaker. The agency heads were guests at a stag party Monday evening at the Jefferson Country Club, with J. M. Bryan, 1st vice-president, as host on behalf of the company.

The company pension plan for agents was discussed by Vice-president M. A. White the second day. Luncheon speakers were H. F. Starr, medical director, and D. J. Tribble, chief underwriter. R. B. Taylor, associate agency manager,

"Our Sales Position." At the close of the day's business sessions, President and Mrs. Ralph C. Price were hosts at a reception in their home. The entire home office personnel were hosts at a dinner at Jefferson Country Club.

On Wednesday, Agency Secretary Mary R. Taylor was breakfast hostess. Subjects and speakers for the closing business session were "The Manager's Position in the Company's Education and Training Program," Associate Agency Manager R. B. Taylor; "Quality — Our Tradition, Our Heritage," Agency Secretary Mary R. Taylor; and "The Incentive Is Greater Than Ever," W. L. Brooks, manager at Charlotte. The meeting closed with a luncheon address by President Price.

Assisting with the program and arrangements were Carlyle Gee, assistant agency manager, and Hal Marsh, advertising manager, with J. S. Causey, superintendent of agencies, as general chairman.



Ralph Price



W. H. Andrews



Karl Ljung



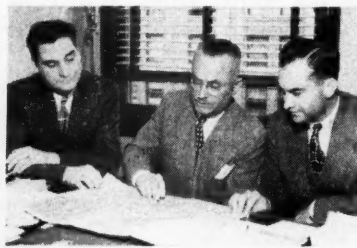
J. M. Bryan

C. E. Leak spoke on "The Position of Business Today," followed by Associate Actuary S. C. Tatum, who reviewed the new policies, rates and changes going into effect Jan. 1. O. P. Schnabel, manager at San Antonio, was the luncheon

explained the sales material, which has been completely revised and improved to coordinate with the new policies and changes. W. H. Andrews, Jr., manager of the home office agency, spoke on

Two New Assistants of Clark Now on Job

James M. Clark, general agent of John Hancock Mutual Life at Peoria, who for a number of years was a supervisor for the old W. M. Houze (now the



Ferrel M. Bean) agency of John Hancock in Chicago, now has two very able assistant general agents, just recently appointed, Keith S. Smith and Walter O. Richard, who are shown in the picture above in that order on either side of their chief, discussing 1948 sales plans.

Mr. Smith is a life member of the Million Dollar Round Table of National Association of Life Underwriters, was John Hancock's individual production leader for the first eight months of this year and led in paid volume of ordinary sales and number of lives nationally in his company in 1944, 1945 and 1946.

He started with the Clark agency in June, 1941, after having been a school teacher in Kankakee, and was called into service in December, 1941. Returning to the agency Feb. 1, 1944, he qualified in 11 months for the Million Dollar Round Table and became a life member at the end of 1946 (this feat requiring qualification for three years).

Widely Known as Speaker

Mr. Smith is nationally known for his addresses on modern selling methods at underwriters association meetings and company sales gatherings.

Mr. Richard had early experience on the farm and started in life insurance in January, 1940, being unusually successful in developing rural territory on a township basis. He gave a talk only recently at the Peoria life conference, telling how he has built his production to better than \$500,000 annually, operating out of Macomb, a country town.

The Clark agency last year was second in new business volume country wide in John Hancock and in 1947 is continuing this high production level. General Agent Clark's territory extends from the southern limit of Cook county southwest to Quincy on the Mississippi and from the Indiana line through the center of Illinois to the west side of the state.

An App-A-Day Club and a \$10,000-A-Week Club have been formed in the Clark agency, both currently being headed by Keith Smith. On the last list of standings Mr. Richard was No. 3 in the App-A-Day Club.

Ekern, Preus, Brown in Bitter Fight

MIAMI BEACH—Maj. M. J. Harrison, former Arkansas commissioner, and now Little Rock insurance attorney and receiver of Betterway Life, was elected president of Passé Club, thus breaking the Ekern, Brown, Preus deadlock.

MIAMI BEACH—A discordant note has been injected in the convention here of National Assn. of Insurance Commissioners by a bitter contest for the presidency of Passé Club International that was made vacant by the death of James Victor Barry. There are three candidates and the electioneering that is taking place is regarded by many of the more sedate conventioners as being too aggressive and in poor taste. The candidates are Herman Ekern of the Chicago law firm of Ekern, Myers & Matthias, former Wisconsin commissioner; J. A. O. Preus, vice-president of W. A. Alexander & Co., Chicago, former Minnesota commissioner and governor, and Garfield Brown of American Mutual Alliance, Chicago, former Minnesota commissioner.

Passé Club consists of ex-commissioners. It has been dormant for several years, but Howard J. Brace, vice-president and secretary of Occidental Life of California, the secretary, recently decided to bring it to life and make it an influential organization in the insurance field. Its next project is to give a party for extant insurance commissioners, at which the alumni will indulge themselves to the utmost in giving the bird to those now in office.

Leads in National Drive

In a nation-wide production contest of Equitable Society the southwestern department (California, Arizona and New Mexico) took top honors by leading the entire country with \$29,437,637 volume and 277.8% of quota. The San Francisco agency, headed by A. D. Hemphill, held first place in the southwestern department with a total volume of \$7,806,926 and 593% quota. The agency also took top honors nationally in Equitable's 1947 fall campaign with the greatest production record in the agency's history.

With Best Wishes



Clifton W. McNeill, left, former 2nd vice-president in charge of the sickness and accident department of Union Mutual Life, receives a wrist-watch from President Roland E. Irish on the occasion of his resignation. The watch, a gift from his Union Mutual associates, was presented to Mr. McNeill at a dinner in his honor.

Star of Peace

With grateful hearts, we turn to another Christmas, the symbol of Peace and Good Will among men.

If there be strife or greed or envy in human hearts still, may we pause at Christmas-time, and remember that giving—not getting, is the Way of Peace.

Truly the value of the service we perform, marks the road of contentment.

Through serving well, with due regard for our fellowman, all may find peace, security, contentment.

Published by the RESERVE LOAN LIFE INSURANCE COMPANY of TEXAS as a greeting and a tribute to insurance underwriters everywhere — who, we believe, are devoting lives and careers in sincere and helpful service to their fellowmen.

Canadian Finance Head, U. S. Publisher to Address L.I.A.

NEW YORK — Douglas C. Abbott, K. C., Canadian minister of finance, and John Cowles, president of the Minneapolis Star Journal & Tribune Co., and chairman of the Des Moines Register & Tribune Co., will be the outside speakers at the Life Insurance Assn. of America annual meeting Dec. 18, at the Waldorf-Astoria in New York City. Both will address the afternoon session.

Mr. Abbott was responsible for the administration of the Canadian war time prices and trade board and during the closing month of the war was made minister for naval services and later was also given the portfolio of national defense. He became minister of finance a year ago. Mr. Cowles and his brother, Gardner, publish the magazine "Look" in addition to their newspapers.

Talks by Nollen, Shepherd

The meeting will open at 10 a.m. following committee reports and presentation of the association's budget. Chairman G. S. Nollen of Bankers Life of Iowa, president of L.I.A., will talk on "Courageous Realism—the Need of the Hour." Bruce E. Shepherd, manager of L.I.A., will talk on "Our Association and the Year's Record of Life Insurance."

There will be a motion picture, "Human Relations," after which luncheon will be served. Election of the president and directors is the final item on the afternoon's agenda.

Ohio Assn. Urges Ban on Group Innovations

Ohio Assn. of Life Underwriters has expressed its disapproval by resolution of any method of mass distribution of insurance other than originally intended in the sale of group insurance under the employer-employee relationship. It urges all companies to discontinue the sale of group or mass coverage on any other basis.

Life agents, the resolution asserts, are responsible for the development, growth, and conservation of the tremendous volume of insurance in force. The practice of selling group insurance that does not carry with it the employer-employee relationship as originally intended, it asserts, if permitted to continue, will eventually destroy the agency system to the detriment of the policyholder.

Copies of the resolution, signed by the president and secretary, have been forwarded to the National association, to each state association, to each Ohio local association, to insurance commissioners, to executive offices of Life Insurance Assn. of America and American Life Convention, and to other individuals and organizations.

Swap 9,204 Leads in Drive

The final score in Connecticut Mutual's exchange of leads campaign was 9,204, of which 3,834 came from the home office and 5,370 from the field. Of the 5,370 from the field, 4,868 were submitted by agents and 502 came from agency office staffs. The campaign's aim was to exchange out-of-town leads for the benefit of agents. The Gray agency of New York City turned in the most leads, 235. Atlanta turned in 200, Portland, Me., 165 and Portland, Ore., 155. Encouraging results have come from the campaign, with a number of sales already reported.

N. Y. Life to Meet in Tex.

The annual meeting of New York Life's managers will be held in San Antonio at the Plaza Hotel Feb. 1-6. Besides the 136 managers, officials and specialists from the home office will attend. New York Life, which has been licensed in Texas as of Jan. 2, 1948,

plans to open a number of branches there.

The meeting was originally scheduled for Boca Raton, Fla.

Federation Reelects Officers

NEW YORK—The Insurance Federation of New York reelected officers at its annual meeting here Wednesday. State Senator Mahoney, who heads the New York legislative committee studying changes in the state insurance law, was the speaker.

The officers are: J. R. Lawley, Buffalo, president; J. C. Stott, Norwich, R.

H. Poggenburg, Brooklyn, A. C. Deiseroth, Syracuse, and C. J. Schoen, Mt. Vernon, vice-president; E. S. Poole, Albany, treasurer; E. H. Hunt, Albany, secretary, and L. C. Poole, Albany, assistant treasurer.

To Go After Higher Wages

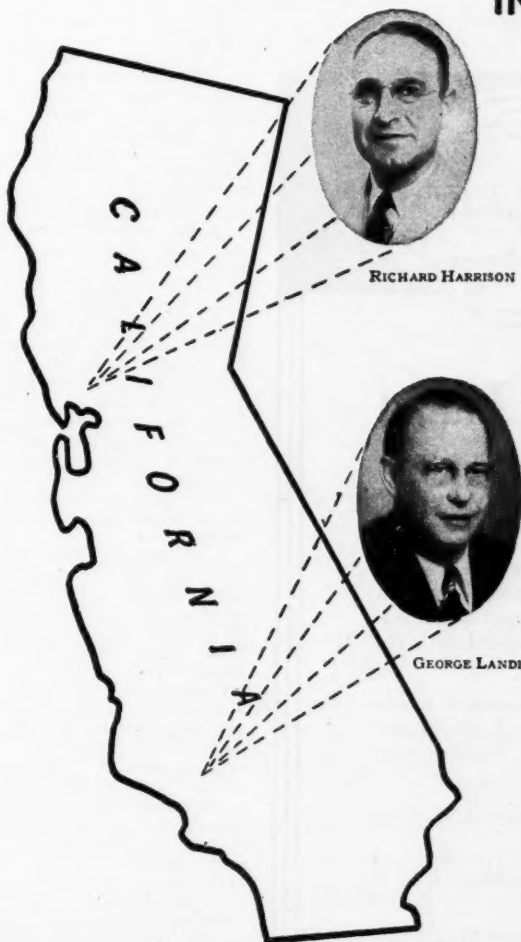
Coordination of a drive to raise white collar salaries with the just-announced CIO wage drive in basic industries will be the major order of business at the convention of United Office & Professional Workers of America, CIO, March 1-5, at the Hotel St. George, Brooklyn.

Delegates representing 70,000 members in the insurance, technical and engineering, social service, financial, motion picture, radio, publishing, advertising and commercial office fields will attend. The convention will deal with renewal and improvement of major contracts, pay increases, expanded organization, and the 1948 elections.

Set Conference Mid-Year

The mid-year meeting of Health & Accident Underwriters Conference has been set for Feb. 3-5 at Chicago.

THESE ARE *Golden Days* IN THE GOLDEN STATE



RICHARD HARRISON

GEORGE LANDIS

Less than two years ago Franklin Life activities in California were insignificant. Today, under the guidance of two superb Regional Managers, George Landis in the southern section, and Richard Harrison in the north, California stands second only to Texas in Franklin new business production. Mr. Landis heads an organization which during the first ten months of 1947 enjoyed a net paid volume of \$7,368,000. During his first four months with the Franklin Mr. Harrison personally produced over \$1,000,000 of new business.

During the November Birthday Drive in honor of President Becker California agencies recorded a tremendous total of more than Four Million Dollars.

We salute the Golden State, California, the most rapidly growing state in the agency organization of the most spectacularly growing Company in America.



The Friendly FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1834

One of the 15 Oldest Stock Legal Reserve Life Companies in America

Over \$500,000,000 Insurance In Force.

Life Institute to Hear F. C. Crawford

Frederick C. Crawford, president of the Thompson Products, Inc., Cleveland, O., and former president of the National Assn. of Manufacturers, will be the second of the two outside speakers to address the annual meeting of the Institute of Life Insurance Dec. 19 at the Waldorf-Astoria hotel in New York City. He will talk on "Management's Job of Human Relations."



F. C. Crawford

Mr. Crawford has long been a leader in business planning and public relations thinking. He has been with the Thompson company for 30 years and president of it for 14. He was a pioneer in the aeronautical industry.

The other outside speaker, announced in last week's issue, will be Keith S. McHugh, vice-president in charge of public relations of American Telephone

& Telegraph, who will speak on "Certain Aspects of Organizing for Public Relations Work." President Leroy A. Lincoln of Metropolitan Life, will speak as institute chairman and Holgar J. Johnson, institute president, will talk on "Life Insurance Public Relations in the Year Ahead."

The morning meeting will open at 10 o'clock. The annual business meeting and election will follow the luncheon and will be followed by the organization meeting of the new board of directors.

Ky. Commissioner Prospects

LOUISVILLE—Among the possible appointees as Kentucky insurance commissioner when the Democratic administration takes over Jan. 1 are mentioned McKay Reed, general agent of John Hancock Mutual Life, who is a former commissioner; Dwight Peel of Benton, former fire marshal, and John Hennessey, Louisville local agent.

Psychologists Hear Wallace

Dr. S. Rains Wallace, director of research of L.I.A.M.A., spoke at the winter meeting of the Connecticut Valley Psychological Assn. at Trinity College on "Psychology in an Industry-Wide Research Program."

Pacific Actuaries Meet at Los Angeles

LOS ANGELES — The Actuarial Club of the Pacific at its fall meeting elected G. E. Cannon, Standard Life, as president; vice-president, A. W. England, Coates & Herfurth, Los Angeles; secretary, A. A. Ferguson, West Coast Life. On the executive committee are Earl MacRae, retiring president, Occidental Life, and David Goddard, Marsh & McLennan.

The first session was opened by Mr. Cannon with a talk, "Company Operation Under Commissioners Standard Ordinary Laws." He told of his company's experience in adopting new rates and forms. A decline in production was noted, but could be explained by a rush to close business before the change date, and production gradually has been increasing.

Marcus Gunn, California-Western States Life, stated that no vigorous reaction of policyholders or agents has resulted from the adoption of new rates and forms.

F. L. Slezak, Occidental Life, discussed steps being taken to improve persistency and restoration of conservation practices discontinued by the war. He said that resumption of former practices must prove their worth to be adopted and that the aim should be to get good business at the outset to offset need of later persistency efforts.

N. Buckingham, Pacific Mutual, gave a detailed description of "Report on U. S. Life and Actuarial Tables (1939-41)" issued by the Bureau of the Census. A. M. Havens, Pacific Mutual, discussed simplification in the method of calculating asset shares and experience dividends.

A. A. Ferguson read a paper prepared by Treasurer George T. Armstrong of West Coast Life, on life insurance company investments to start the second day. R. B. Richardson, Western Life, commented on the opening of new fields for investment, indicating that a great deal of research is necessary in opening new fields and this should be done on better known types of investment as well.

E. S. Jensen, Occidental Life, talked on the application of the C.S.O. table to group life.

E. H. Neuschwander, Occidental Life, discussed the trend toward liberalization of benefit provisions in commercial accident and health insurance within the present premium structure. He stated that the companies operate in such a manner that underwriting and claim settlement are geared to the premium available for benefits and that liberalization in one aspect requires counter treatment of the other.

Discussion of "Simplification Facilitating Year End Statement Work," took the form of a symposium wherein members gave comments on methods employed by them to simplify the items required to complete the convention statement.

R. B. Richardson, Western Life, president of American Life Convention, extended an invitation to the club to meet at the time and place of the American Life Convention regional meeting and this was accepted.

Occidental Life was host to the club members at a luncheon. Senior Vice-president V. H. Jenkins of Occidental was speaker. Others who spoke were: Alfred Hann, retired actuary, Pacific Mutual Life; Gordon Thomson, West Coast Life, and Mr. Cannon.

Pickups from Miami

Ty Cobb, Jr., of Orlando, chairman of the Florida house insurance committee, mingled with the throng at the N.A.I.C. convention at Miami Beach as did Senator Franklin, chairman of the senate insurance committee, and W. A. Shands, former chairman of the senate insurance committee, who is said to be a gubernatorial possibility.

Newell Johnson, who resigned as Min-

nesota commissioner effective Dec. 1, was the man of mystery at the N.A.I.C. convention. He has not disclosed his future plans and he did not display a convention badge.

Twelve members of the Massachusetts legislative commission on insurance attended the meeting.

Edward McMonigle, former Idaho insurance commissioner, is organizing a company at Boise to be known as Mountain Mutual Fire.

Barton E. Griffith, Topeka, member of the Kansas senate insurance committee, accompanied Commissioner Frank Sullivan of his state.

Two peas in a pod from a physical standpoint at the N.A.I.C. convention were L. A. Breskin, president of Sterling of Chicago, and S. A. Markel, president of American Fidelity & Casualty of Richmond. They were frequently getting slaps on the back intended for the other one.

Set 1948 Claim Meeting

Following a meeting of the executive committee of International Claim Assn., President Walter E. Trout, Penn Mutual Life, announced that the 1948 annual meeting will be held at Galen Hall, Wernersville, Pa., Sept. 20-22.

Elect in Minneapolis Dec. 16

The annual meeting of Life Managers Club of Minneapolis will be held Dec. 16.



★ OLD FRIENDS REVISED IN NEW EDITIONS AND NEW FRIENDS ARE FOUND IN OUR FALL SCHEDULES.

"THE LOGIC OF LIFE INSURANCE": For 10 years our best seller—almost the "Bible of the Business", revised to current conditions. Single copy: \$1.00.

"NSLI & VETERAN'S MANUAL": Completely new edition, containing latest changes. Single copy: \$1.40.

"FINANCIAL SECURITY": Hilbert Rust's monumental study of security problems of the man of wealth. Has helped to sell untold millions. Completely revised. Single copy: \$2.60.

"WHEN THE COURT VALUES YOUR STOCK": A compelling door-opener for the close corporation—a masterly job by James L. Miller. Single copy: \$1.25.

"LIFE INSURANCE & THE LAW OF COMMUNITY PROPERTY": Also by Mr. Miller. A "must" for the underwriter in community property states. Single copy: \$4.15.

AND COMING SOON — AN ESTATE TRANSFER VISUALIZER THAT GRAPS INSTANTLY THE TREMENDOUS SAVINGS IN USING THE LIFE INSURANCE METHOD OF ESTATE TRANSFER.



PAUL SPEICHER
Managing Editor

THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS



Strong Hands Steer Liama

We extend our congratulations to the membership of the LIAMA on the election of Dudley Dowell, Vice President of the New York Life, to the Presidency of that Association. In these times of transition when forceful leadership is vital, a forceful leader has been chosen. One of the most vigorous and capable agency officers in the life insurance business, Mr. Dowell brings to his new office a wealth of solid experience compounded with the strength of fresh enthusiasm.

We salute as well the four agency executives newly elected to three year terms as members of the Board: Mr. W. R. Jenkins, Vice-President, Northwestern National Life.

Mr. R. E. Murphy, Vice-President, California Western States Life.

Mr. Sam E. Miles, Vice-President, Provident Life & Accident.

Mr. William P. Worthington, Vice-President, Home Life of New York.

The future of the Association rests secure in capable hands.

Insurance in Force, October 1 — \$344,446,536

COMMONWEALTH

LIFE INSURANCE COMPANY

LOUISVILLE • MORTON BOYD, President

High Court to Take Zazove Case

WASHINGTON — The Supreme Court has agreed to review the decision of the U. S. circuit court in Chicago in the Zazove case, involving a beneficiary's contention that National Service life insurance policies' face values are payable, under settlement options, in full plus interest every 10 years. The court granted the government's petition for certiorari. The case number is 432.

The option involved is the one generally understood as paying out a monthly income of 10 years certain and life thereafter. However, the wording of the option gave Mrs. Tillie Zazove a basis for her claim, for it states the face amount of the policy is payable over a 10-year period, and thereafter so long as the beneficiary lives. This is the option applying in cases where the beneficiary is age 30 or more. If the circuit court's ruling stands, the potential cost of payments on NSLI policies might reach tens of billions of dollars, according to the government.

Connecticut Mutual Life et al. vs. Moore, involving escheat of allegedly abandoned life policies under the New York abandoned property law, has been set "in reserve" for possible argument next week.

Certiorari was denied in cases No. 434 and 435, Asbell vs. Mutual Life and Travelers Protective.

Mrs. Eberly Tells Story of Institute Work to Milwaukee Women

MILWAUKEE — Mrs. Marion S. Eberly, director of the women's division of Institute of Life Insurance, was here two days this week conferring with company and agents association officials, professional and civic women's organizations. She was guest Monday at a luncheon given by Edmund Fitzgerald, president Northwestern, Grant L. Hill, vice-president and director of agencies, and other company officials also acting as hosts.

Other local life insurance men present included J. H. Daggett, president Old Line Life; William H. Pryor, Connecticut Mutual, president Wisconsin Assn. of Life Underwriters; W. C. Mayer, Mutual Benefit, president; H. J. Schwahn, Northwestern Mutual, vice-president; R. J. Mertz, Mutual Life, secretary, and A. J. Nussbaum, Massachusetts Mutual, past president, all of Milwaukee Assn. of Life Underwriters, and Victor M. Stamm, Milwaukee general agent Northwestern Mutual.

The story of the institute's program, its aid in helping the American family plan its finances and giving women a better insight into life insurance, was told by Mrs. Eberly to the women guests, representing organizations of parent-teacher, business, professional, credit and advertising women, office supervisors, and various women's clubs. Mrs. Eberly also appeared on several local radio stations for interviews on women's programs.

Memorial on V. R. Smith

Canadian Life Officers Assn. has adopted a memorial resolution on Victor R. Smith, president of Confederation Life who died Nov. 21. The resolution pays tribute to his many achievements, including his grasp of social insurance problems and his high standing as an actuary, executive, and civic worker.

Rotarians Hear Minahan

The importance of life insurance in the economic life of the nation was stressed by William B. Minahan, executive assistant Northwestern Mutual Life home office, in addressing the Fond du Lac Rotary club. He said life insurance is often referred to as "the economic miracle of modern times," and pointed out its ramifications in the applications to

economic problems of individuals, families and business concerns.

Takes Up Recruiting Plans

SEATTLE—Hendy Henderson talked on "Recruiting Plans for 1948" at a luncheon meeting Monday of the Life Managers Assn. This was the first in a December series of weekly luncheons in which the subject is "Planning for 1948." Hugh S. Bell is program chairman.

Berkshire Drive Far Over Quota

Berkshire Life's field force, assuming its largest campaign quota, went over

the top with 146% of quota, based on paid business only. The campaign ran from Oct. 13 to Nov. 26. The Wolfson agency, New York City, led in paid volume. The Chandler agency, Baltimore, led in percent of total paid to quota. R. Bruce Sweet, Buffalo, was the individual volume leader. James L. McClellan, Albany, led in paid lives. Frank Chandler, general agent at Baltimore, led the general agents and staff men in paid personal production. J. W. Fox, general agent Jersey City, was campaign director.

Connecticut Mutual Life has acquired for \$125,000 the property at 1624-28

Locust street, Philadelphia. It will erect a six-story building to be completed at a cost of about \$550,000 and will use the three stories of steel framework now standing at the location. Remington-Rand, Inc., will take possession July 1, 1948, under a long-term lease.

C. Dee Walker, general agent for Equitable of Iowa at Rockford, Ill., has named Dawn Smith regional agent for Winnebago county, to do agency development work. Mr. Smith has been the leading producer in the Walker agency for eight years.



TWO OUT OF ONE!

Every life insurance prospect is a potential prospect for our complete line of Accident, Health and Hospital Policies—two prospects out of one!

The combination gives you two opportunities for sales on every call—and, best of all, those year in and year out liberal Accident and Health commissions really count up.

Bankers
NATIONAL LIFE
Insurance Company, Montclair, N. J.

RALPH R. LOUNSBURY, President

W. J. SIEGER, V. P. & Supt. of Agencies

LIFE • ACCIDENT • HEALTH • HOSPITAL

EDITORIAL COMMENT

Conferences vs. Legislation

Committees on mass coverages, appointed by National Assn. of Life Underwriters and L.I.A.M.A., will hold their first official meeting shortly in New York City and the experience in trying to handle nation-wide situations like this through legislation is such as to furnish the greatest possible stimulus for settling this problem by conference rather than by statute.

A recent "Saturday Evening Post" article on automobile accidents points out that despite all the efforts that have been made state laws governing hand signals to be used by drivers still are far from uniform, so much so as to constitute a serious traffic hazard. If so simple and vital a matter as hand signaling for motors has not been standardized in all the years since highway accidents first began to be a problem, it is obvious the chances of getting a uniform nation-

wide group definition enacted that will take care of the mass coverage situation are remote indeed.

Right in the life insurance business we have the example of the Guertin laws and there it was by no means necessary to get all the states lined up, for many would permit the Guertin basis without additional legislation. Even so, there have been many anxious moments while legislators debated.

Not the least of the dangers of settling the mass coverage problem through legislation is the probability that a good many of the states would want to inject their own special frills. Furthermore, the conference method lends itself to modification when the need arises whereas with the legislation there is always the danger that it will prove to be a strait-jacket in some entirely unforeseen way.

Pennsylvanians Should Be Grateful

The people of Pennsylvania are indebted to the life insurance business and in particular to Penn Mutual Life for the recent swift and efficient killing off of the state's unworkable and sloppily put together community property law. The law was advertised as saving some \$100 million in income taxes for Pennsylvanians, but the threatened complications might well have been too high a price to pay for even so substantial a tax cut.

Penn Mutual, in testing the law and in being a party to its upset was doing a real public service. It is obvious that the company saw that the law's application to life insurance should be determined as soon as possible. The suit, clearly a friendly one among all parties concerned, was carefully arranged to cover the various possible applications of the community property law to life insurance policies.

For Pennsylvanians who might be inclined to grieve over their anticipated tax savings that died along with the community property law, there is the comforting thought that the law might have cost them money in the form of estate taxes. Under the community property system, if there is any net balance of a year's income left after the year's expenditures, that balance is treated as community property for estate tax purposes. If the income all originated with the husband, the whole of the balance is taxed in the husband's estate

if he happens to be the one to die. This is done on the theory that he was the one who earned the money and that at the time he died he had, as manager for the "community" a power of control and disposition so great as to justify taxing him on the whole of it in spite of the one-half community property interest which the wife possessed in these net savings.

On the other hand, if it is the wife who happens to die at the end of the year, under the above circumstances her estate is taxed on the one-half of the net savings in spite of the fact that they originated from the husband's work. This tax is based on the community property interest which the law gave her in these net savings. Thus, there is under the federal estate tax law a tax, regardless of which one of the pair dies first. This seems fairly harsh and it is something which the lawyers in community property states have been trying to change.

From a purely business standpoint it was fortunate for the life companies that the Pennsylvania community property law was promptly knocked in the head, for it lacked an important protective feature for the companies. In most other community property states there is a provision that if a company pays over money to one of the spouses and it is later shown that the other spouse had a right to it, the company is protected from double liability. However, there

was no such protection in the Pennsylvania law as it was purposely omitted in order to follow the state pattern which the U. S. Supreme Court had already held to be constitutional.

It is to be hoped that Congress, as it has shown signs of doing, will promptly pass a law which will give the other states the same income tax advantage

that community property states now exclusively possess. Even if Congress fails to do this any state desiring a community property law should benefit by the fate of the Pennsylvania measure and exercise a measure of deliberation before slamming a hastily drafted monstrosity through the legislature to gain an income tax advantage.

PERSONAL SIDE OF THE BUSINESS

Whitney R. Whelpley, business representative of "United States Investor," has transferred his headquarters from Grand Rapids to A-1808 Insurance Exchange building, Chicago.

Many of those attending the N.A.I.C. convention enjoyed the football game Saturday evening in **Miami's Orange Bowl** to determine the top Negro college team in the south. To make things right Florida A. & M. of Tallahassee turned in a 7-0 victory over Hampton Institute of Virginia. Commissioner Larson of Florida was a much-photographed spectator, as he has given Florida A. & M. many an assist in his capacity of state treasurer. The northers were fascinated by the antics of the players, particularly Florida's center who staged something of a war dance as he approached the ball whenever his team was on the offensive. Another remarkable feature was the fact that while both teams were ferocious in their attack there was not a single casualty.

Oscar Carlson, Utah commissioner, whose health has been uncertain for several months, has sufficiently recovered his strength so that he was able to attend the N.A.I.C. convention at Miami this week.

Donald Wellenkamp, assistant secretary of Washington National, combined a vacation trip with a look-in at the commissioners-meeting at Miami Beach. He was accompanied by Mrs. Wellenkamp.

Ferrel M. Bean, Chicago general agent of John Hancock Mutual Life, and Mrs. Bean were in Oklahoma City, where they were called by an operation undergone by their son-in-law, J. W. Jones, special agent in Oklahoma City for John Hancock. Mr. Jones is recovering satisfactorily. Mrs. Bean remained in the city to be with her daughter for a time.

Miss Emma Ping Lum, agent for West Coast Life in San Francisco, who achieved high rank in the company's leaders clubs, was one of the five women who passed the recent California state bar association examinations. She attended law college while selling life insurance with marked success and passed the examination with high honors. Miss Lum was guest of honor at a reception attended by leading Chinese and other prominent citizens.

Union Central has a father-and-son team in its Quarter Century Club. **Harold Von Loon** of Union Central's bookkeeping division recently qualified for membership in the company's Quarter Century Club of which his father, **C. Edward Van Loon**, has been a member since 1934. The elder Van Loon had

been employed 36 years prior to his retirement last year. The club now has a membership of 243, or about 25% of the employees. Of the 243 members, 170 are still employed while 73 receive checks under the company's pension plan.

Peninsular Life made a hit at the N.A.I.C. convention by operating an orange juice bar on the floor where most of the meetings were held. President Laurence F. Lee was superintending this operation as well as looking after many other convention details.

George Bisson, Rhode Island insurance commissioner, was unable to attend the N.A.I.C. meeting this week. He suffered a heart attack Armistice Day and has been confined to his home since then.

Arthur W. Theiss, director of publicity and advertising of Minnesota Mutual Life, has been elected a trustee and member of the council of Mahtomedi, Minn.

W. G. Fisher, executive vice-president of Lutheran Brotherhood, worked in a short visit to Nassau before attending the N.A.I.C. convention at Miami Beach.

Henry E. North, vice-president of Metropolitan Life in charge of the Pacific coast branch, has been elected treasurer of the San Francisco chamber of commerce. Mr. North is also president of the San Francisco chapter of National Safety Council.

DEATHS

Cummings C. Chesney, 84, a director of Massachusetts Mutual Life since 1927, and a member of the finance committee since 1931, died at his home in Pittsfield, Mass. He was an electrical engineer.

Col. J. H. Johnson, renowned insurance agency leader of Mississippi who served for a time as insurance commissioner in about 1933, died at his home at Clarksdale early Tuesday morning. His age was 80. The news reached his son, O. Shaw Johnson, who is a member of the executive committee of National Assn. of Insurance Agents, at Miami Beach, where he was attending the meeting of the National Assn. of Insurance Commissioners, and he departed at 4 a. m. by plane for Clarksdale. He is the operating head of the agency there that was founded by his father.

Col. Johnson was a former president of Mississippi Assn. of Insurance Agents, and was one of the leading citizens of the state. He had considerable oil interests but he was known mainly as an

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SAN FRANCISCO 4, CAL.—507 Flatiron Bldg. Tel. EXbrook 2-3054. F. W. Bland, Pacific Coast Manager. Guy C. Macdonald, Pacific Coast Editor.

insurance man. He owned extensive acreage at Hernando, Miss., and was a famed entertainer there. Announcement of his death was made at the N.A.I.C. convention by Commissioner White of Mississippi and the association voted to send flowers to the funeral.

Sydney F. Keeble, 44, general counsel for Life & Casualty, died in the office of a Nashville physician where he had gone for a check up after an initial heart attack at his office. Connected with Life & Casualty since 1933, he was made associate general counsel in 1937 and became general counsel in 1943 on the death of his father-in-law, the late P. M. Estes. He was employed in the underwriting department of Missouri State Life before beginning the study of law at Vanderbilt University and sold ordinary life for Prudential during his law study. Mr. Keeble organized his own law firm before going with Life & Casualty. At the time of his death he was a member of the executive committee of Industrial Insurers Conference and a member of the law committee of the American Life Convention. He had expected to attend the N.A.I.C. meeting at Miami Beach.

S. F. Keeble

Fred F. Frusher, 76, retired district manager of Mutual Life at Madison, Wis., died there after a long illness. In 1928-1929 he was a top producer for his company. He was a charter member of Madison Assn. of Life Underwriters.

Alfred B. Levy, Philadelphia manager of Equitable Society, since 1913, died at his home Dec. 5, of a heart attack. His age was 62.

Mr. Levy had been with Equitable Society since 1901 and had served as presi-

dent of the Philadelphia Life Underwriters Assn. as well as the Pennsylvania state association.

He was famed for his legislative work, almost single handed defeating the bill proposing savings bank life insurance for Pennsylvania in 1937. He was personally acquainted with the bill's sponsor and watched it gain momentum. Mr. Levy was working hard to defeat the bill, and finally mustered a crowd of nearly 400 life insurance men to meet at Harrisburg in protest. The bill was defeated on the basis of damage it might do to some 10,000 life insurance men and women in Pennsylvania.

He was the perennial chairman of the life insurance section of the community chest drive there and particularly active in the Jewish allied appeal drive.

G. D. Babbitt, 57, secretary and treasurer of Guaranty Union Life of California, died from a heart attack. He had been ill several months but was thought to be on the road to recovery. His first position was with Bankers Reserve of Omaha in the actuarial department. In 1933 when Ohio National reinsured the company he went with Lincoln National, doing actuarial work and was also actuary of Modern Life of Minnesota. In 1941 he was appointed actuary for the Chapter IX companies, of which the California commissioner was conservator. Following the return of these companies to a sound financial basis in 1942 and the discharge of the commissioner as conservator Mr. Babbitt became secretary and treasurer of the reorganized Guaranty Union Life, which had been converted to a legal reserve mutual company.

Mrs. James L. Hewitt of Milwaukee, mother of E. S. Hewitt, head of E. S. Hewitt & Associates, Chicago, died in that city. Services were held Tuesday in Des Moines, her old home. Mr. Hewitt is president of the Chicago C.L.U. Chapter.

Barry W. Dietz, 27, director of Globe Life of Chicago, died in Wesley Memorial hospital, Chicago. He served in the navy in Guam in the war. He was a grandson of Thomas F. Barry, founder of Globe Life. On Mr. Barry's death his daughter, Pose Barry Dietz, succeeded him as president, she having been trained in the office. She died a few years ago and was succeeded by W. J. Alexander. Barry Dietz was Mrs. Dietz's son.

Commonwealth Makes Three Managerial Appointments

LOUISVILLE—Commonwealth Life has set up a new district, with headquarters at Hopkinsville, Ky. It includes Christian, Trigg, Todd, Lyon, Caldwell, Hopkins and Muhlenberg counties. Charles K. Steele, former manager at Covington, is manager. Mr. Steele, a University of Kentucky graduate, spent several years in newspaper work before joining Commonwealth as an agent in 1943. He was an assistant agency manager and assistant director of agencies in the industrial department before going to Covington.

John F. Davis becomes manager of the Covington district, which has been enlarged to include a number of additional counties. He joined Commonwealth in 1932 as a field man and has been an assistant manager, field supervisor, manager in Knoxville, Louisville, and Birmingham, agency assistant, teacher in the home office training schools, and most recently manager at Dayton, O.

Taking over at Dayton is Paul W. Myers, formerly assistant director of agencies in the industrial department. A navy veteran, he was special assistant in the industrial department and field supervisor in Indiana and Ohio before becoming assistant director of agencies.

Charged with representing American Farmers of Phoenix, which is not licensed in either Ontario or Canada, Ludger Laflamme has been convicted and fined at Sudbury, Ont. This is the fourth such case prosecuted successfully in Ontario this year.

ACHIEVEMENT

Life Insurance
can be a career
of success and
happiness, . .
whether one
sells it, . . or
just owns it.

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The
**NATIONAL LIFE
AND ACCIDENT
Insurance Company, Inc.**



HALF a CENTURY of
50th
Anniversary
YEAR

**American
Mutual Life
Insurance Company**

FOUNDED 1897

Des Moines, Iowa

ACCIDENT AND HEALTH

Health Plans Galore Proposed in Connecticut

HARTFORD—Amid a state-wide discussion of plans for health insurance, the Connecticut Medical Society last week deferred for about two months ac-

tion on a surgical and obstetrical plan which its committee on prepaid medical care has spent nine years preparing. The society's house of delegates decided to defer action so that the plan might be studied by county societies before final action is taken.

Meanwhile, the W.M.D. bill and a "ceiling" aid plan for hospital bills also have been brought forward as alternatives.

The Connecticut plan provides for surgical and obstetrical insurance on a master indemnity schedule. For persons of income below \$2,000 and families with incomes below \$3,000, the insurance benefits for specific operations would equal charges of the doctors cooperating. The benefit schedule calls for indemnities slightly higher than those now offered by private insurance companies, but Dr. Miller said that it "realistically recognizes present conditions." For persons or families above the income limits, the plan offers the insurance benefit as a credit toward the total medical charges by doctors.

At the same time, Robert Parnall, general manager of Connecticut Hospital service, the Blue Cross, has announced that a group of interested persons, not further identified, is prepared to incorporate a non-profit medical service organization. This might be tied in with the medical society's plan, if it is adopted.

Calls Plan "An Odious Hoax"

The plan was loudly blasted as "an odious hoax" by a Yale University professor of medicine before delegates met. Dr. John Peters, secretary-treasurer of the National Committee of Physicians for the Improvement of Medical Care, Inc., said the plan, if adopted, would be totally ineffective.

He charged that it is not meant to help patients at all; it is for surgeons, to insure that they will collect fees where they otherwise might not be able to.

Its fallacy, he argued, is that it is based on specific fees for specific services. This, he said, would tend to make it turn into a racket. Dr. Peters insisted that no voluntary insurance plan will work. It must be compulsory if it is to benefit the nation as a whole.

In indicting the medical society plan, he said that it is limited to certain income brackets; it is expensive, and beyond the reach of the pocketbooks of the families most in need of health insurance; it furnishes only partial coverage, since surgery and obstetrics are but a small part of medicine; it will be regulated entirely by doctors; it is confined to state boundaries. He proposed instead adoption of the Wagner-Murray-Dingell bill.

Suggests State Plan

Meanwhile, there is increasing discussion of other methods of dealing with the costs of illness, among state officials and medical leaders in Connecticut. Dr. Wilmar M. Allen, director of Hartford hospital, proposed at the annual meeting of the Connecticut Hospital Assn., that the state set up a plan to help carry the burden of long illness. The plan was

viewed with some undercertainty by most state officials.

Dr. Allen proposed that a ceiling be set by the general assembly to fix where the state would start helping with bills. Family savings and pre-payment insurance plans take care of most expenses, he said.

Below the ceiling, the patient, with or without insurance, would be responsible for his bills. Government agencies, insurance companies and hospital charity might help out.

Dr. Allen's proposal was said to be the first offered publicly to help pay large hospital bills for anyone in need, rather than only for welfare cases. His plan was proposed as an alternative to federal or state health insurance.

The state's part of the hospital bills would be at the minimum rates, he outlined. Federal grants-in-aid might be used to spread the plan throughout the country.

Letting problems of meeting hospital bills stay as they are "is not satisfactory to a growing number of people," he warned. At the same time, changing rates of insurance plans would just mean lower benefits or higher rates. Such policies probably can't be sold, he said.

As far as federal or state hospital insurance is concerned, the job can't be centralized, he said. He added that a bureaucracy would be likely to grow "to spend a good part of your tax dollar before any of it was used for your care."

Dr. Allen asserted that because most patients would continue to pay their own bills, there would be no tendency on the part of hospitals to over-spend; that the ceiling should be set at a level where it will not interfere with prepayment plans and insurance.

A. W. Perkins Is Union Mutual Life A. & H. Chief

Alfred W. Perkins has been named second vice-president in charge of the sickness and accident department of Union Mutual Life.

A graduate of University of Maine, Mr. Perkins formerly was with Aetna Life and Pan-American Life. In 1942 he became insurance commissioner of Maine. He had two years naval service as a lieutenant commander in the Pacific.

Mr. Perkins succeeds Clifton W. McNeill, recently resigned.

San Francisco Association Considers Many Topics

SAN FRANCISCO — Examination requirements, the provisions of the agents' qualification law and the position of the insurance department on license examinations were discussed by the newly organized Accident & Health Underwriters Assn. of San Francisco, which starts off with a membership of more than 100. There were a number of guests, including several from outside the city. The association has invited all accident and health personal producers in near-by cities and towns to join, with a number responding.

H. D. Quigley, Mutual Benefit Health & Accident, president of the association, outlined its objectives. William E. Leiby, Massachusetts Indemnity, Los Angeles, told of the need and advantages of such an organization. It is planned to join the National association.

New U.C.D. Rules Show Weekly Benefit Increase

Among the changes promulgated by Commissioner Downey of California in U.C.D. policies under voluntary plans is an increase in the maximum benefit from \$20 to \$25 per week. The new rules become effective Jan. 1, and generally consist of minor operational

REINSURANCE OF ACCIDENT AND HEALTH LINES

*More service than our
contracts call for—
anything our staff can
do by way of analysis,
consultation, research.*

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changes as a result of legislation in the past year.

The maximum benefit limit of 23.4 weeks has been increased to 26 weeks. Also, benefits which were payable on a weekly basis have now been changed to a pro rata daily basis for the end of sickness. Formerly, the claimant if sick three or four days in his last week, was unable to collect.

The new rules now state that insurance company plans must be better than the state plan for all employees in a plant rather than a majority of employees.

Certification rules have been broadened to include dentists, chiropractors, practitioners or authorized medical officers of veterans facilities.

The extended liability accounting, which has been assessed on each company for employees of plants it covered, has now been put on a pool basis and companies will pay pro rata, based on their volume.

Give R.I.P. to Many Policy Forms Today

Against the possibility that some day some of the states will insist on calling for experience by policy form, several companies have discontinued the sale of several of their A. & H. forms. They have taken off the market some of the contracts that were not "movers." One company, for instance, chloroformed nearly 20 policies. They want to be in a position to comply with any such call as economically as possible.

Xmas Party for Orphans

MILWAUKEE — Gilbert A. Diehl, Business Men's Assurance, has been named chairman of the Christmas party which Accident & Health Underwriters of Milwaukee will give Dec. 20 for several hundred orphans from the Milwaukee County Children's Home. At the December meeting, J. R. Brandsnark, superintendent of the home, told how much the children appreciate this annual event.

Announce Non-Can Winners

George H. Tracy, Grand Rapids manager, and Nathan Metzger, Richmond manager of Union Mutual Life, were winners in the company's campaign non-cancellable sickness and accident campaign, leading in number of paid cases and volume of paid premium.

Bureau to Meet Oct. 11-13

Bureau of Accident & Health Underwriters will hold its 1948 annual meeting Oct. 11-13 at the Cavalier Hotel, Virginia Beach, Va.

The Jones agency of State Mutual Life in the Woodward building, Washington, D. C., has added more space and completely remodeled its office.

THE UNITY LIFE & ACCIDENT INSURANCE ASSOCIATION

*Insures
The Whole Family*

Unity agents are equipped to serve every need for personal insurance. Juvenile policies our specialty.

E. R. DEMING
President

L. J. BAYLEY
Secretary

HOME OFFICE—SYRACUSE, N. Y.

CHANGES

Albritton Leaves Agency Post Dec. 31

Elmer S. Albritton, Provident Mutual general agent in Chicago since 1931, has resigned as of Dec. 31 and plans to move to California to engage in limited personal production. He wishes to move to California because of his health and to be closer to his son, Robert S. Albritton, who represents Provident Mutual in Los Angeles.



E. S. Albritton

Mr. Albritton entered life insurance in 1910 as an official of Minnesota Mutual. He later represented it in Dallas and held managerial and executive position with various southern companies. Immediately before his Provident Mutual general agency appointment he was vice-president of Southern States Life. A graduate of Northwestern University, Mr. Albritton has been very prominent in university affairs, having served as a trustee and also as president of the alumni association. He has contributed much time to life underwriters association activities.

After Jan. 1 Mr. Albritton's office in the Field building will be maintained by two of his associates, Abner A. Webster and Albert L. Lanphear, operating as a general insurance agency whose life business will be placed through the Provident Mutual agency headed by Warren F. Groce.

Franklin Names C. P. McLain General Agent in Detroit

Franklin Life has appointed Carleton P. McLain as general agent in Detroit.

For 21 years he has represented the Equitable Society, which he joined in 1927 following several years in the teaching profession. After a successful selling record he was appointed agency instructor and conducted training schools throughout Michigan. In 1931 he was made unit manager in Detroit, and in 1934 superintendent of agents for Michigan. In 1947 he was named assistant manager in Detroit. The agency has been producing at the rate of \$4½ million per year.

Mr. McLain will engage both in agency development and personal production.



C. P. McLain

Prudential Shifts Six Industrial Managers

F. X. O'Regan, Prudential manager at Framingham, Mass., has been appointed manager at Brockton, Mass., and is succeeded by A. R. Clifton. Mr. O'Regan joined Prudential in 1936 as an agent in Cambridge, Mass., and served as assistant district manager in Malden for six years before becoming manager at Framingham. Mr. Clifton, an alumnus of Boston University, became a Prudential agent in 1935 and assistant district manager in 1937.

Benjamin Zuckerman becomes manager of district 16 in New York City, replacing R. W. Heithoff who recently retired after 32 years with Prudential. Mr. Zuckerman has been manager for 12 years of district 21. He joined Pru-

Seasons Greetings

FROM

THE OHIO NATIONAL
LIFE INSURANCE CO.
CINCINNATI, OHIO

LANDMARKS OF DISTINCTION



ATLANTIC LIFE INSURANCE COMPANY

Organized, 1899—Richmond, Virginia

[Lighthouses at Cape Henry, Virginia—the old lighthouse being the first established by the United States Government on the Atlantic Seaboard.]

Directing the Way Toward Financial Security Since the Turn of the Century

DID YOU KNOW

that the wide facilities and excellent service of the Manufacturers Life include:

DOUBLE FAMILY INCOME BENEFIT (\$20 monthly income per \$1000)

MORTGAGE REDEMPTION PLANS—geared to F.H.A.

PENSION TRUSTS—with Life Insurance or 100% on Deferred Annuities

INSURANCE ON SELECTED DIABETICS

UP TO \$200,000 SINGLE PREMIUM on Life, End. and Annuity Plans

LOW TERM RATES on 5, 10, 15, 20 year and One Year Renewable Plans

FAMILY INCOME TO AGE 65—also regular 10, 15 and 20 year F.I.B.

FOREIGN TRAVEL and RESIDENCE COVERAGE

PARTICIPATING and NON-PARTICIPATING RATES

INSURANCE IN FORCE 969 MILLION DOLLARS
(Including Deferred Annuities)

ASSETS, 330 MILLION DOLLARS

THE MANUFACTURERS
INSURANCE LIFE COMPANY

HEAD OFFICE • TORONTO, CANADA

1887 — DIAMOND JUBILEE YEAR — 1947

1947 — FORTIETH ANNIVERSARY — 1947

IDEAL for Career Men

Protective Life announces a new Compensation Plan for its Field Force, including:—

- Liberal first-year and renewal commissions.
- Vested Renewals.
- Life-time service commissions.
- Retirement Plan.
- Group life insurance.
- Hospitalization and surgical benefits.

General Agency Openings for qualified Life Underwriters in Kentucky, Texas, Georgia and Tennessee.

PROTECTIVE LIFE
INSURANCE COMPANY



WILLIAM J. RUSHTON
President
BIRMINGHAM
ALABAMA

Insurance In Force Over \$280,000,000

dential as an agent in New York City in 1928.

M. J. Auth succeeds Mr. Zuckerman. He has been manager for 12 years of district 22. He has been with Prudential 25 years. He served in Mt. Vernon, N. Y., New Rochelle, and several New York City offices, becoming assistant manager in 1929 and manager in 1935.

N. R. Barnello becomes manager of district 1 in Utica, N. Y., replacing W. H. Ruch, transferred as manager to the Auburn office. Mr. Barnello joined Prudential as an agent in 1933 and has been assistant manager in Syracuse for 12 years.

W. B. Moss to Head New Athens Agency for Pilot

Pilot Life has appointed W. B. Moss as general agent for Athens, Ga., and vicinity. He will open a new agency. Mr. Moss is a lifelong resident of Athens and has been in the life insurance business for several years.

Blair Kansas Supervisor

Raymond H. Blair, formerly a partner in the Blair-Creamer agency at Paris, Tex., has been appointed supervisor of General American Life in Kansas with headquarters at Parsons.

Except for two years in the army ordnance department, he was for 10 years superintendent of agencies for a Kansas company. Before that he did field supervisory work in the surrounding territory. He will supervise all the company's agents in Kansas except for those operating through the Kansas City office and the Sam T. Utz agency.

Metropolitan Shift in Wis.

Harley Halverson, assistant manager for Metropolitan Life at Sheboygan, Wis., has been promoted to the field training division with headquarters in Milwaukee. Rupert Mahnke, who has been with the agency there since 1936, except for two years of war service, succeeds Mr. Halverson, who joined the Sheboygan agency in 1934.

Breen in Toledo Group Post

Connecticut General Life has appointed Morton I. Breen as group representative in the Toledo territory. He will make his headquarters in the Toledo branch, of which William A. Young is manager, and will spend his entire time developing group business for agents and brokers in the area. Mr. Breen attended University of Michigan, receiving his master's degree in business administration. He served in the army for 31 months, most of the time in the South Pacific. He received his group insurance training in Connecticut Mutual's home office group school.

W. E. Kleinschmidt has resigned as assistant manager of the Commerce branch of New York Life at Chicago. He will remain with Dale Simpkins, manager, as an agent.

L. G. Richter has been appointed supervisor in the G. E. Ensign agency of the Bankers Life of Iowa at Cleveland. He served as a pilot in the war.

Another New High

BOSTON—The John Hancock Mutual Life home office, besides the distinction of possessing the tallest building in Boston, has added the further credit for the loftiest fire in the city's history. A short circuit in a power saw used by workmen on the 20th floor of the 26-story tower set fire to the floor planking and caused a blaze which could be seen for 20 miles. Firemen carried hose lines up an elevator to its terminus on the 14th floor and then up six flights of stairs. The lines were hooked to a standpipe outlet on the 20th floor, the water turned on and the fire extinguished without great damage.

COMPANY MEN

Metropolitan Names Kreder Asst. Vice-President

NEW YORK—Karl H. Kreder, formerly manager for Metropolitan Life in Allentown, Pa., has been appointed assistant vice-president in field management, effective Dec. 22.

Mr. Kreder joined Metropolitan as an agent in Scranton, in 1931, shortly after graduating from Princeton. He was appointed a district office manager in 1939, and served in DuBois, Pa., and Charleroi, Pa., prior to his transfer in 1945 to Allentown. He addressed the 1944 meeting of the National Assn. of Life Underwriters.



Karl H. Kreder

Norton and Tully Retire from Metropolitan Life

William S. Norton, vice-president of Metropolitan Life in charge of city mortgages, has retired, effective Dec. 31 after 36 years of service. Mr. Norton decided to make real estate his career in early youth and he possessed a great deal of experience in the field when he joined Metropolitan in 1911 as a real estate appraiser. In the depression of 1893 Mr. Norton gained invaluable knowledge in the handling of depressed properties. As a result he has been able to recognize long range signs and symptoms in the market and to handle tremendous holdings of bonds and mortgages on real estate at a profit.

He became deputy comptroller in 1922, comptroller in 1928 and vice-president in 1944.

After 45 years of continuous service with Metropolitan, C. Eugene Tully, assistant secretary, is retiring Dec. 31. A successor has not been named.

Mr. Tully started with Metropolitan as a bookkeeper in 1899 and attracted the attention of the late second vice-president George B. Woodward when he was appointed Mr. Woodward's secretary in 1904. Mr. Tully continued in that capacity until 1923 when he was advanced to the position of assistant secretary.

Mr. Tully has always been known for his fairmindedness in the review of cases that are referred to him for his personal consideration. Especially notable in this respect was the lenient policy adopted by Mr. Tully in connection with the "dire need" cases that the company faced during the depression years.

STANDARD'S RATES

WILL STILL BE LOW!

Even after January 1st when Standard Life of Indiana is forced to raise its rates, they will still be among the most competitive on the market. We will utilize generous interest assumptions resulting in low premiums and very favorable settlement options. Watch for Standard's new rates.

—Harry V. Wade

Standard Life

INSURANCE COMPANY OF INDIANA
INDIANAPOLIS

GENERAL AGENCIES OPEN IN

Arkansas • Arizona • Florida • Illinois • Indiana • Kentucky • Louisiana
Maryland • Michigan • New Mexico • Texas • West Virginia

POLICIES

Mutual Benefit Dividends Given

Mutual Benefit Life has adopted a new dividend scale reflecting the lower interest earnings on investments and the increased length of life among beneficiaries receiving life incomes. The company plans to accumulate additional reserves on policies issued before September, 1945, when it went to the CSO basis and has already set up a special reserve of \$2,921,000. Dividends on earlier policy forms will reflect the company's reserve accumulation policy. Business issued on forms in use since September, 1945, will pay larger dividends in 1948 than in 1947.

Total to be appropriated for dividends in 1948 will be approximately \$12 million as compared with \$13,900,000 in 1947. The two groups of policies are being treated separately because the falling rate of interest on investments in recent years and the longer life-span of those choosing the annuity options in their policies was taken into consideration when the CSO policies were formulated. Hence, these factors are not reflected in the 1948 dividends on the more recent issues. The reserves being built up on the older policies recognize not only the increased liability from older interest returns but that due to the very liberal life income options in those policies.

Dividends shown below are on policies issued since the company went on the CSO basis in September, 1945.

Dividends End of Year Ordinary Life

Age at Issue	1	3	5	10	15	20
15	2.03	2.21	2.40	2.92	3.51	4.18
20	2.21	2.43	2.65	3.28	3.95	4.79
25	2.47	2.73	3.00	3.75	4.60	5.56

Age at Issue	1	3	5	10	15	20
30	2.81	3.13	3.46	4.38	5.40	6.53
35	3.29	3.68	4.09	5.21	6.43	7.60
40	3.96	4.44	4.95	6.29	7.58	8.66
45	4.91	5.51	6.12	7.55	8.76	9.67
50	6.22	6.89	7.52	8.89	9.92	10.43
55	7.82	8.47	9.07	10.27	10.85	11.48
60	9.63	10.24	10.73	11.42	12.17	12.87
65	11.60	12.00	12.21	13.13	14.72	15.37
70	13.43	13.73	14.47	16.45	18.14	19.02

Life Paid Up at Age 65

15	2.05	2.25	2.45	3.01	3.64	4.35
20	2.24	2.47	2.72	3.39	4.16	5.01
25	2.51	2.79	3.10	3.92	4.84	5.87
30	2.86	3.22	3.59	4.60	5.72	6.92
35	3.36	3.80	4.27	5.51	6.85	8.10
40	4.07	4.63	5.22	6.74	8.16	9.35
45	5.09	5.81	6.53	8.20	9.58	10.63
50	6.57	7.41	8.21	9.92	11.20	12.00
55	8.51	9.46	10.34	12.09	13.66	14.45

20 Payment Life

15	2.24	2.58	2.95	3.93	5.03	6.23
20	2.43	2.81	3.22	4.31	5.52	6.84
25	2.69	3.12	3.58	4.80	6.13	7.55
30	3.04	3.53	4.03	5.39	6.85	8.34
35	3.50	4.06	4.63	6.14	7.71	9.14
40	4.16	4.79	5.43	7.10	8.84	9.91
45	5.09	5.81	6.53	8.20	9.58	10.63
50	6.57	7.41	8.21	9.92	11.20	12.00
55	7.94	8.64	9.29	10.59	11.31	12.04
60	9.72	10.36	10.87	11.64	12.45	13.27
65	11.64	12.04	12.28	13.22	14.65	15.76

20 Year Endowment

15	2.64	3.30	3.99	5.85	7.90	10.13
20	2.78	3.44	4.14	6.01	8.04	10.21
25	3.00	3.67	4.38	6.25	8.27	10.34
30	3.31	4.00	4.71	6.60	8.59	10.51
35	3.73	4.45	5.18	7.10	9.02	10.72
40	4.34	5.08	5.85	7.79	9.55	10.98
45	5.23	6.03	6.83	8.66	10.18	11.31
50	6.47	7.27	8.02	9.65	10.87	11.72
55	8.00	8.73	9.40	10.74	11.53	12.30
60	9.75	10.40	10.92	11.72	12.55	13.20

10 Payment Life

15	2.58	3.20	3.85	5.61	7.50	9.40
20	2.81	3.49	4.21	6.13	8.04	9.91
25	3.11	3.86	4.65	6.74	8.65	10.51
30	3.48	4.31	5.16	7.42	9.31	11.14
35	3.98	4.89	5.83	8.22	10.11	11.72
40	4.68	5.65	6.67	9.14	11.01	12.55
45	5.64	6.70	7.74	10.11	12.04	13.04
50	6.95	8.00	8.99	11.10	13.04	14.04
55	8.51	9.46	10.34	12.09	14.04	15.04
60	10.26	11.09	11.77	13.06	15.04	16.04
65	12.15	12.70	13.10	14.36	16.04	17.04
70	13.86	14.29	15.09	16.37	17.04	18.04

Endowment at 65

15	2.08	2.30	2.53	3.15	3.86	4.66
20	2.27	2.54	2.82	3.58	4.43	5.37
25	2.55	2.87	3.21	4.13	5.15	6.28
30	2.92	3.32	3.74	4.86	6.10	7.40
35	3.44	3.93	4.45	5.83	7.29	8.63
40	4.17	4.80	5.45	7.12	8.66	9.93
45	5.23	6.03	6.83	8.66	10.18	11.31
50	6.75	7.69	8.58	10.49	11.92	13.04
55	8.82	9.91	10.91	12.91	14.45	15.56

Jefferson Standard Adds New Policies in CSO Shift

In shifting to the Guertin basis Jefferson Standard has adopted new policy forms based on the CSO table with 3% interest. Settlement options will be based on a 2½% guarantee and life income options will be on the 1937 standard annuity table rated one year younger. A complete new line of juvenile policies is being offered, participating and non-participating. They will provide full benefits at age 5.

There will be a new term to 65 contract, par and non-par. Minimum age for single premium life and endowment contracts is reduced to age five. Two new single premium endowment contracts have been added—age 60 and age 65. Family income and mortgage cancellation provisions are available on a wide range of contracts. No change is being made in the single premium immediate life and refund annuities. A new joint and last survivor annuity contract has been added, also a new joint and two-thirds survivor income option is being made available on many policy forms. Instalments of annual premium not due at death will not be deducted.

Security Mutual Going to CSO 2¼%; Adds to Policies

Security Mutual Life will on Jan. 1, change to the CSO 2¼% basis and is rearranging its kit of life policies to include four preferred risk plans, a whole life at 85; limited payment life and endowments for 10, 15, 20 and 30 years; a retirement income series of \$7.50 monthly income for each \$1,000; an income endowment at age 65 with a \$10 monthly income for each \$1,000; the Security Provider which returns an amount equal to the total of annual premiums paid by the insured until his

age 65; additional term protection riders for 10, 15, and 20 years and to age 65; a family income rider paying up to \$25 monthly income for each \$1,000 of basic policy; a 5-year renewable term; a 10-year convertible term; annual premium retirement annuities; four juvenile policies including the junior estate plan; and immediate life and installment refund annuities.

For substandard risks the company will accept up to 500% mortality for regular plans and generally up to 200% for term and preferred risk plans, effective simultaneously with the new mortality and interest factors. Charges for premiums payable other than annually are reduced.

National of Vt. Revises Its Policies, Dividends

MONTPELIER—National Life of Vermont, in changing to the CSO 2½% basis Jan. 1, has revised its policy forms completely and incorporated many suggestions from its field force. It has also adopted a 1948 dividend scale reflecting the better mortality and reduced level of interest. Dividends will be decreased or increased depending on the relative importance of the mortality investment elements in each policy. Surplus interest credited to participating instalments certificates and dividend accumulations is based on a gross rate of 3%.

The main changes in policies are that

"unearned" premiums at date of death will be refunded; the guaranteed rate on options will be 2%; nearly all non-forfeiture values are increased and the automatic premium loan feature has been included in all policies and is made effective on written request either in the application or later; on the outside of each policy there will be a receipt for the first premium, to be completed and signed by the agent on delivery of the policy. There are many variations in wording and arrangement in the revised policy.

Life of Ga. Shifts Jan. 1

Life of Georgia is revising all its policy forms, effective Jan. 1. Rates on most ordinary policies will remain unchanged. On the 5-year renewable term policy, however, rates will be materially lower, especially at the younger ages. Juvenile endowment policy rates will be somewhat increased. Two new ordinary policies are being added: endowment at 60 and home and family protector. The latter is for mortgage redemption and family income.

Ordinary juvenile policies will pay the full face amount beginning at age 1. Graded benefits currently apply up to age five. After Jan. 1 the death benefit at age zero will be \$250 during the first year for each \$1,000 insurance applied for.

Standard ordinary life and 20-payment life policies will be issued as en-

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The institutions of Life and Accident and Health insurance are primarily ones of sales and service. We are building on that ideal with "Service" as our watchword.

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Oshkosh, Wisconsin

dowments maturing at age 85. Rates on these are unchanged up to age 46; at age 46 and over there are increases. Preferred risk policies remain ordinary life and 20-payment life. The ordinary policies are based on the CSO tables. Reserves for all new contracts will be at 3%. Settlement options in all new ordinary policies will be on a 2½% interest rate, with provision for additional interest on approval of the directors.

Industrial policies are being liberalized. On substandard contracts issued on infantile ages the maximum amount of insurance will be reached at age 5 instead of age 10. Substandard policies all will provide maximum death benefits from date of issue, instead of reduced benefit during the first year. The industrial policies are being based on the standard and substandard industrial tables of mortality with 3% interest.

Mo. Non-Admitted Ban

JEFFERSON CITY, MO.—Superintendent Jackson has issued an order restricting use of names of non-admitted companies in solicitation of insurance business in Missouri. He rules that hereafter names of non-admitted companies shall not be used in advertisements or in solicitation of insurance business in the state.

COMPANIES

Mutual Service Life, Cooperators Are Merged

Mutual Service Life of St. Paul and Cooperators Life Mutual of Wisconsin have been merged under the former's name. Headquarters will be at St. Paul. Mutual Service was organized in 1934 as a fraternal and in 1946 became a legal reserve mutual. Cooperators was incorporated in 1941 as a legal reserve mutual.

Examine State Farm Life

An examination of State Farm Life by the Illinois department shows the following figures: total assets, \$19,554,522; total liabilities, except capital, \$16,494,408; capital, \$300,000; contingency reserve, \$50,000; surplus to policyholders, \$3,070,114.

The examiners report that a sound financial condition is reflected, the cash position is well maintained and the assets consist of diversified liquid securities. Premium writings have increased in considerable volume in the period under review. Acquisition and renewal costs are termed favorable and

the administrative expenses moderate. Policyholders have been accorded fair and equitable treatment, the examiner states.

Negro Company to Build

MEMPHIS, TENN.—Contract has been awarded by Universal Life, one of two Negro life companies in the United States with \$1 million capital, for construction of a new office building, estimated to cost \$325,000. Dr. J. E. Walker, president, stated plans were drawn by McKissick & McKissick, Negro architects of Nashville. The company has written \$55 million of insurance in eight states and will have an income this year of \$3 million.

Sun Life Dividend Is Up

Sun Life of Canada has declared a dividend of \$4.25 per share, payable Jan. 1 to stockholders of record Dec. 16. This brings 1947 payments to \$17 per share against \$15 in 1946.

Retirement Plan in Effect Jan. 1

Jefferson Standard's retirement plan for full time agents which will go into effect Jan. 1, will include a monthly annuity benefit covering past service to supplement benefits available on the contributory basis. The plan also includes benefits for total and permanent disability.

Cooley Is Named Director

Francis B. Cooley, formerly senior partner in Francis R. Cooley & Co., was elected a director of Aetna Life, Aetna Casualty and Automobile, succeeding John J. McKeon, who died.

Continental Assurance of Chicago has been licensed to write life, accident and sickness in Canada. R. D. Bedolfe of Toronto is chief agent in Canada.

SALES MEETS

West Coast Managers Meet in San Francisco Dec. 15-18

Agency managers of West Coast Life are holding a four-day conference with the company's executive officers at San Francisco Dec. 15-18. The company will present and explain a new rate book, changes in policy forms and other plans. H. J. Stewart, executive vice-president, is presiding and talks will be made by President Francis V. Keesling, Dr. A. C. Olshen, vice-president and actuary, and Otto Langpaap, manager of agencies.

Mass. Protective Kan. Meet

Kansas agents of Massachusetts Protective under General Agent Glen Hamilton, Wichita, held an agency meeting at Wichita. A. J. Wilsdown of the home office attended.

Embry Has Wichita Rally

The E. Ned Embry agency of Equitable Society at Wichita held an agency meeting of southwest Kansas agents there. Manager A. M. Embry of Kansas City, assisted by Associate Managers J. G. Phillips, John Loftus and Ben Embry, led the discussions.

Pilot's General Agents to Meet

Pilot Life will hold a meeting of its general agents and supervisors at the

home office on Dec. 15 and 16 for a discussion of rate changes, values, new sales promotion forms, and to lay general plans for 1948. Rufus White, agency manager, will be in charge.

FRATERNALS

Miss Mary Cusic Actuary of Royal Neighbors

Miss Mary Cusic of the actuarial department of Lincoln National Life has resigned to become actuary of Royal Neighbors of America. She succeeds Miss Margaret Walker, who recently became supreme recorder of Royal Neighbors. Miss Cusic graduated from Ohio Wesleyan University, cum laude. She is a member of Phi Beta Kappa and of Kappa Delta Pi, honorary educational fraternity.

After teaching high school mathematics at Jacksonville, Ill., Miss Cusic received her M.A. degree in actuarial mathematics from University of Michigan, joining Lincoln National in 1932. She is a fellow of American Institute of Actuaries and Actuarial Society of America.



Miss Mary Cusic

Abernathy to Home Office

Richard H. Abernathy, former state manager of Woodmen of the World, Omaha, in Tennessee, has been promoted to educational director of the field department at the home office and will supervise training of field men. He joined W.O.W. in Texas in 1934 and two years later was called to the home office to take charge of the juvenile department. He continued in that post until 1938 when he was appointed Illinois manager and in 1945 was transferred to Tennessee as manager.

Two Pa. Societies Merged

The Verhovay Segely Egylet (Verhovay Fraternal Insurance Assn. of Pittsburgh) has merged with Workingmen's Sick Benefit Federation of East Pittsburgh under the former's name.

C. L. U.

Waggoner, Krueger on C.L.U. "Journal" Editorial Staff

Leland T. Waggoner, manager of the Boston agency of Mutual Life, and Harry Krueger, general agent in New York City for Northwestern Mutual, have been appointed associate editors of the "Journal," quarterly publication of the American Society of C.L.U.

Round Table at Indianapolis

Correlation of the federal state and gift taxes with the income tax and continued sale of National Service Life insurance were discussed at a dinner meeting of the Indianapolis Chapter of C.L.U. this week.

Discussion leaders were J. Russell

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SHARON, PA.

Townsend, Jr., associate general agent Equitable Life of Iowa; Raymond W. Hilgedag, legal editor Insurance Research & Review and John Burkart, vice-president College Life.

Dan A. Kaufman, Northwestern Mutual Life was program chairman.

Talk on Labor Relations

Carlton Tibbetts, president Los Angeles Steel Casting Co. and past president of the Los Angeles Chamber of Commerce addressed the Los Angeles C.L.U. chapter on "An Approach of Management to Labor Relations." He said that the problem presented two things, management's attitude toward the unions, and union labor, with collective bargaining is here to stay. He declared the solution of the question is a matter of education; is a terrific job, and is a race between time and education.

Rupert Adams reviewed the C.L.U. Institute at Storrs, Conn.

NEW YORK

MAKES 3 INDUSTRIAL LOANS

Mutual Life has made a term loan of \$1 million to Mica Insulator Co. of Schenectady, purchased a \$500,000 15-year note from Cleveland Hobbing Machine Co. and with New York Trust Co., has made term loans aggregating \$500,000 to the McBee Co. of Dayton, O.

NEW YORK ACTUARIES MEET

Approximately 150 members of the junior and senior branches of the New York Actuaries Club attended the annual joint meeting in New York City.

Milton J. Goldberg, agency assistant of Equitable Society, was the chairman and director of the program committee. In place of the usual business meeting an evening of entertainment was presented. Featured among the guest speakers were: James G. Bruce, vice-president and secretary of Colonial Life, whose subject was "Would merger of the Metropolitan and Prudential be in the best interests of the Colonial?" and Andrew C. Webster, assistant manager of selection for Mutual Life, who answered the question, "Do current conditions indicate the need of a new mortality table, with reasonable margin for contingencies, to be used for inspection of risks?"

Following the speeches there was musical entertainment and bridge.

CHICAGO

ATTEND BANKERS LIFE SCHOOL

Eight agents from seven agencies of Bankers Life of Iowa attended a 5-day district sales training school in Chicago. The school was under the direction of the sales training division.

ARM PARSONS ANALGRAPHERS

The 14 qualified analographers out of 30 agents comprising the Bruce Parsons agency of Mutual Benefit Life in Chicago have just been armed with the new and improved analograph developed at the home office. The agency members who have had analograph training at the home office have averaged \$400,000 of analograph business

Permanent position with progressive Chicago legal reserve life insurance company for young man who can qualify as home office life underwriter. Good opportunity for advancement. Address N-95, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

A splendid opportunity for ambitious young man, experience in Health and Accident underwriting, is open in Home Office of midwestern insurance company in a department which is just being developed. Address O-17, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

Snide Mail Order Insurers Again Tackled by N.A.I.C.

The old problem of dealing with mail order insurers that operate on a snide basis was tackled anew at the N.A.I.C. convention by the laws and legislation committee headed by Butler of Texas. The final decision was to appoint a subcommittee to report in June consisting of Downey of California, Knowlton of New Hampshire and McKenzie of Arkansas.

James E. Rutherford, executive vice-president of National Assn. of Life Underwriters, led off by urging that attention be given to the operators that are "milking the public" and injuring the name of insurance and insurance agents. He referred to the model bill whereunder a domestic company is forbidden to do business in states in which it is not licensed. This measure, he said, may be too drastic and would interfere with London Lloyds and the commercial travelers associations. He said most of the trouble arises from Illinois companies.

Moses G. Hubbard, general counsel of Commercial Travelers of Utica and of the Assn. of Commercial Travelers Organizations, spoke vehemently against restrictive legislation. Such a statute would be a death blow to his type of company and he declared these insurers have the highest claim ratio and lowest expense rates of any companies in the field.

The number of "burglars" is few, he said, and 50% of them are in Illinois. He said much of the trouble could be eliminated if N.A.I.C. could persuade the Illinois department to police its mail order insurers.

Mr. Hubbard commended the New York statute giving the department authority to pass upon advertising.

Frank Landis of the Nebraska department said his state proposes to clean house. It is following the Missouri approach whereunder domestic insurers would sign consents to be sued in any jurisdiction in which the claimant is located. The department is requiring each company to keep a file of its advertising material and this will be examined every two months.

during the past year. According to John J. Mulder, Jr., assistant manager, the past year will compare very favorably with 1946 and he is particularly pleased with the upturn in brokerage business.

Added to the agency staff to relieve Mr. Mulder of a sizable part of the administrative details is Joyce Kislak, who has been with various eastern agencies of Mutual Benefit for 15 years. Miss Kislak will have charge of agents' service, records and finance. She attended Northeastern University in her native Worcester, Mass., and has completed two out of the three Life Office Management Assn. courses.

ASSOCIATIONS

Program of Discussions at No. Cal. Sales Congress

Except for an address from Jul B. Baumann, N.A.L.U. president, the entire program of the 1948 northern California sales congress at San Francisco Jan. 21 will be sales demonstrations on current subjects. All participants have not been announced, but Murray Riskin, Equitable Society, general chairman, reports there will be three demonstrations on business insurance. Thos. A. Gallagher, Prudential, will handle partnerships; Leonard M. White, Northwestern National, key man, and Ralph Low, Jefferson Standard, corporations.

James M. Hamill, Equitable Society, member Million Dollar Round Table, will give a demonstration on the prac-

tical application of programming and estate analysis applicable to a prospect of small or large means.

All subjects will be considered at a general assembly instead of handling subjects at different panels in various sections of the hotel, as heretofore. Approximately 750 are expected to attend, including representative delegations from all northern California local associations and from Nevada.

Plan Ohio Sales Caravan

Ohio Assn. of Life Underwriters has arranged to hold a number of sales congresses on the caravan plan. Meetings will be held in about 15 cities where there are local associations in which representatives of the state group will take part. Plans are being worked out by Robert K. Zimmer, Columbus. The meetings will be held in February and March.

Stout Cup to Dayton

The loving cup presented to Ohio Association of Life Underwriters by Henry S. Stout, a former president, in honor of his father, Henry A. Stout, also a former president of the associa-

tion, has been turned over to the Dayton association, which showed the largest increase in membership the past year.

Plan Okla. Sales Congress


The sales congress of Oklahoma Assn. of Life Underwriters will be held Jan. 24 at Oklahoma City. The program committee is lining up nationally known speakers under direction of Chairman Theo. Green, Massachusetts Mutual.

New Orleans—Walter N. Hiller of the Stumes & Loeb agency of Penn Mutual in Chicago, life member Million Dollar Round Table, spoke on "Reducing the Mortality of Business" at the monthly meeting last Friday.

Elmira, N. Y.—Dr. Harry S. Fish, chief surgeon of Tioga general hospital, spoke on recent scientific advances.

Salina, Kan.—Ralph Price, county social welfare director spoke, followed by a discussion period.

Los Angeles—The women's division heard Mrs. Fonda K. Doebler, Equitable Life of Iowa, speak on "How I Discovered a Gold Mine." She told how, having entered life insurance without knowing much about it, she has been able to un-



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cover a gold mine by writing business women through preapproach letters and use of the telephone. Miss Cora Hartvig, Connecticut Mutual, conducted a round table discussion of the talk.

Albany, Ga.—Carl W. Seller, president of the Georgia association, outlined efforts of the National association to revise Georgia insurance laws which have not been revised since 1911. He also listed other major association activities. About 50 insurance men heard Mr. Seller's address.

Kenosha, Wis.—J. Douglas Grannis, Jr., Milwaukee general agent of Penn Mutual Life, spoke on "There Is No Secret to Success" at a luncheon meeting of the Racine-Kenosha association.

Green Bay, Wis.—Members of the Northeastern Wisconsin association entertained members of their families at a dinner and Christmas party in place of the regular December meeting.

Garden City, Kan.—Dodge City association members were guests at the November meeting. It voted to accept an invitation from Cimarron to hold the December meeting there, with Bert A. Hedges, Business Men's Assurance, Wichita, as the speaker.

Pontiac, Mich.—Rudolph Leitman, Detroit, Million Dollar Round Table member, spoke on "You Too Can Join the Million Dollar Club." He sketched some of his successful selling methods.

Indianapolis—Increased earning power has greatly increased the economic life value of the average American on the basis of future earnings, Roger Bourland, Rough Notes Co., said in his talk at a luncheon meeting. "The man who has doubled his earning power represents twice as much life value as before. That calls for a re-appraisal of the life value on a current basis," he asserted.

Des Moines—Newell C. Day, Equitable of Iowa, Davenport, president Iowa association, will speak Dec. 19.

Philadelphia—At a luncheon meeting Thursday, James P. Graham, Jr., Baltimore general agent of Aetna Life, was the speaker, on "Why Do It the Hard Way?"

Pennsylvania—Winston P. Emerick, New England Mutual Life, Johnstown, has been elected president of the Pennsylvania Assn. of Life Underwriters. He had been vice-president and is state membership chairman and regional membership chairman of N.A.L.U. He is national committeeman of the Johnstown association. L. M. Washburn of Darby was elected first vice-president of the Pennsylvania association, and Wayne Phillips, New Kensington, was elected to Mr. Washburn's place on the executive committee.

Flint, Mich.—George E. Lackey, general agent of Massachusetts Mutual, Detroit, talked on "The Kinship of Law and Life Insurance" at a joint meeting with the Genesee County Bar Assn., stressing the numerous tax exemptions not taken advantage of by many persons because they do not realize their existence. Mr. Lackey is co-chairman with Edwin M. Otterbourg of New York of the national conference group formed by American Bar Assn. and N.A.L.U.

New Bedford, Mass.—Leland T. Waggoner, manager of Mutual Life in Boston, spoke at the Dec. 11 meeting.

North Montana—G. F. Cole, resident manager U. S. railroad retirement board, explained the benefits provided under the railroad retirement and unemployment insurance acts as applied to railroad employees. He gave a talk at an educational meeting in Great Falls.

Murrell Heads L. A. Managers

LOS ANGELES—Life Managers Assn. of Los Angeles has elected Weymouth L. Murrell, Mutual Benefit Life, president; G. A. Satten, Mutual Life, vice-president; Rolla R. Hayes, Jr., New England Mutual, secretary-treasurer; F. A. Schnell, Penn Mutual, and John R. Mage, Northwestern Mutual, directors. Edward Joos and Charles Fee, general agents of John Hancock, and Ty Walker, Northern of Seattle, were elected to membership.

Mass. Mutual Advances Vogler

Massachusetts Mutual Life has appointed George A. Vogler agency assistant. He joined the company in 1945, at Oklahoma City agency and became agency supervisor in 1946.

N.A.I.C. Florida Meeting Has Large Attendance

(CONTINUED FROM PAGE 1)

adian securities in the U. S. at say 88 and immediately capturing a bookkeeping profit by marking up the bonds to 100 based on the official rate of exchange. Such transactions, Mr. Guertin said, have been taking place only over the last six months and his proposed amendment would nullify such mark-ups without disturbing the valuation of securities previously acquired in the normal course. There is no reference in the Guertin amendment either to the free or official rate of exchange.

Dineen of New York said the objective of the commissioners is to cause insurance company statements to mean what they say.

Alexander Query of Prudential said that the question involves the economic relationship of the two countries. The U. S. policy is to support the Canadian official rate of exchange. He said for all practical purposes it would be impossible to get an affidavit that Canadian funds could be transferred to the U. S. at the official rate, so the effect of the commissioners' proposal would be to require all Canadian securities to be marked down to the free rate of exchange.

Both Mr. Guertin and R. Leighton Foster of Canadian Life Officers Assn. contended that the free market is very thin and Mr. Guertin said it involves mainly tourist transactions. Mr. Dineen, however, said the commissioners' investigation indicated the free market is substantial.

The full convention Wednesday morning voted in favor of requiring report of A. & H. experience by policy form in accordance with the blank designed by zone four and commencing with 1948 operations.

Henderson Agency Merges with Rappaport Office

The E. E. Henderson agency of Pacific Mutual Life in Chicago is being consolidated with the Rappaport agency. All collections, supervision of agents and other management functions of the Henderson agency will be conducted henceforth by the Rappaport agency.

Mr. Henderson, now in his 23rd year with Pacific Mutual, has managed his agency since 1934. He first was an agent for Pacific Mutual in Los Angeles, and later was assistant superintendent of agencies. During all of this time he has been a substantial personal producer, and he qualified for the Million Dollar Round Table in each of the last two years. He has well over \$5,000,000 of life insurance in force.

In relinquishing his agency management duties for the company in Chicago, he will retain his general agency status in his own office and will devote his principal efforts to personal production and service to his clientele.

Congress Housing Group to Confer with Companies

WASHINGTON—Chairman Gamble of the joint congressional housing committee has announced a plan to hold "conferences with representatives from some of the big insurance companies in Hartford." The tentative plan calls for these meetings about Dec. 15. The subject is presumed to be housing financing.

W. A. Holder Advanced

LOUISVILLE—Commonwealth Life has appointed William A. Holder, formerly agent at Jackson, assistant director of agencies in the ordinary department. He joined Commonwealth last January after having been in the service for three years. He attended Mississippi State College.

San Francisco Get-Together

Dispensing with the regular luncheon, San Francisco General Agents & Managers Assn. is holding its Christmas get-together the afternoon of Dec. 19 as a cocktail party.

Home Beneficial Advances Kidd

T. N. Kidd has been elected assistant vice-president of Home Beneficial. He was an assistant manager of the ordinary department. He started with Home Beneficial in 1909, on a debit in Richmond, Va., later serving as manager in Chattanooga and traveling supervisor in the ordinary department.

A testimonial dinner for Charles L. Bitzer, Massachusetts Mutual Life general agent at Harrisburg, Pa., was tendered by members of the agency on his 25th anniversary. He was presented a service pin by Chester O. Fischer, vice-president.

James Hunter, actuary of Continental Life of Toronto, has been appointed by the Canadian government as a member of the unemployment insurance advisory committee, to hold office for five years. Continental Life has appointed Gordon H. Baird branch manager at London, Ont.

Joseph R. Hoffman, secretary and chief underwriter of Commonwealth Life, completed 40 years of service. He joined Commonwealth when only 13 years old as an office boy at a weekly salary of \$3.50.



Sakaka-uea, the "Bird Woman," earned a place in history by guiding the Lewis & Clark Expedition of 1805 into the great northwest. Plagued by starvation, the dangers of the unexplored wilderness, rocky cliffs and rushing rivers, the Expedition successfully pushed westward with Sakaka-uea leading the way. Her remarkable ability as a guide, her courage and resourcefulness, gained the admiration of the explorers who described her heroic guidance in their journals.

Courageous Sakaka-uea symbolizes the dependable service we at Provident have given through the years. For three decades we have been able to guide more and more people to future security. Through Provident's program of conservative, steady growth, based on sound, safe financial principles, our company today is ready to help still more people achieve the reliable future protection that every American longs for.

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our own Programming Course and continuing through Business Insurance and Taxation. The final step is qualification for the C.L. U. Degree, in preparation for which the Company cooperates fully.

Planned, Company-sponsored training to build career salesmen: that is the program of The Ohio State Life Insurance Company.

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- ★ PRIMARY
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- ★ PROGRAMMING
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DOWN on the field the band starts playing your Alma Mater. Hats come off and voices swell, and the most stirring music in the world rolls through the sharp November air and on across the years.

You are glad suddenly — so very glad — that you "belong" — that you stand with men who have shared the intangible yet all-powerful force of mutual effort to achieve, to lead, to advance always.

This instinct to associate with that which you believe in is as old as man himself. It begins with the choice of your first friend and never diminishes.

Many policyholders tell us that's the way they feel about Northwestern Mutual. If you'll inquire — and it will be well worth your while to do so — we think you'll discover why Northwestern Mutual policyholders are loyal and enthusiastic to a remarkable, *and significant*, degree — both about their company and the agent who serves them.

So when a Northwestern Mutual agent calls on you — see him. He's a career life insurance man — whose objective is wrapped up in your life plans, rather than simply in the policies he delivers. Remember, Northwestern Mutual insurance is avail-

able only through Northwestern Mutual agents.

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This advertisement appeared in The Saturday Evening Post